

Chemist & Druggist

October 6 1973

THE NEWSWEEKLY FOR PHARMACY

**World-wide
changes in
education**

**National
Formulary
review**



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Supplement to Chemist & Druggist 6 October 1973



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| 2 |

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Because modern heating is now so sophisticated, we've just published a new booklet to help you.

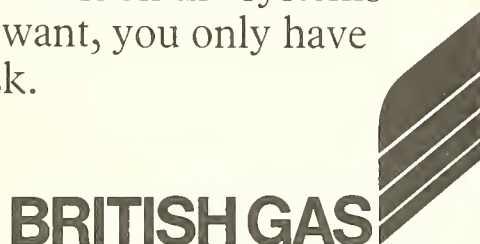
It's called 'Gas in Small Businesses'. And it's completely free to you. So is the postage on the coupon to get it.

It will tell you about the many different heating systems, the advantages of each, and help you to choose the best one for your premises.

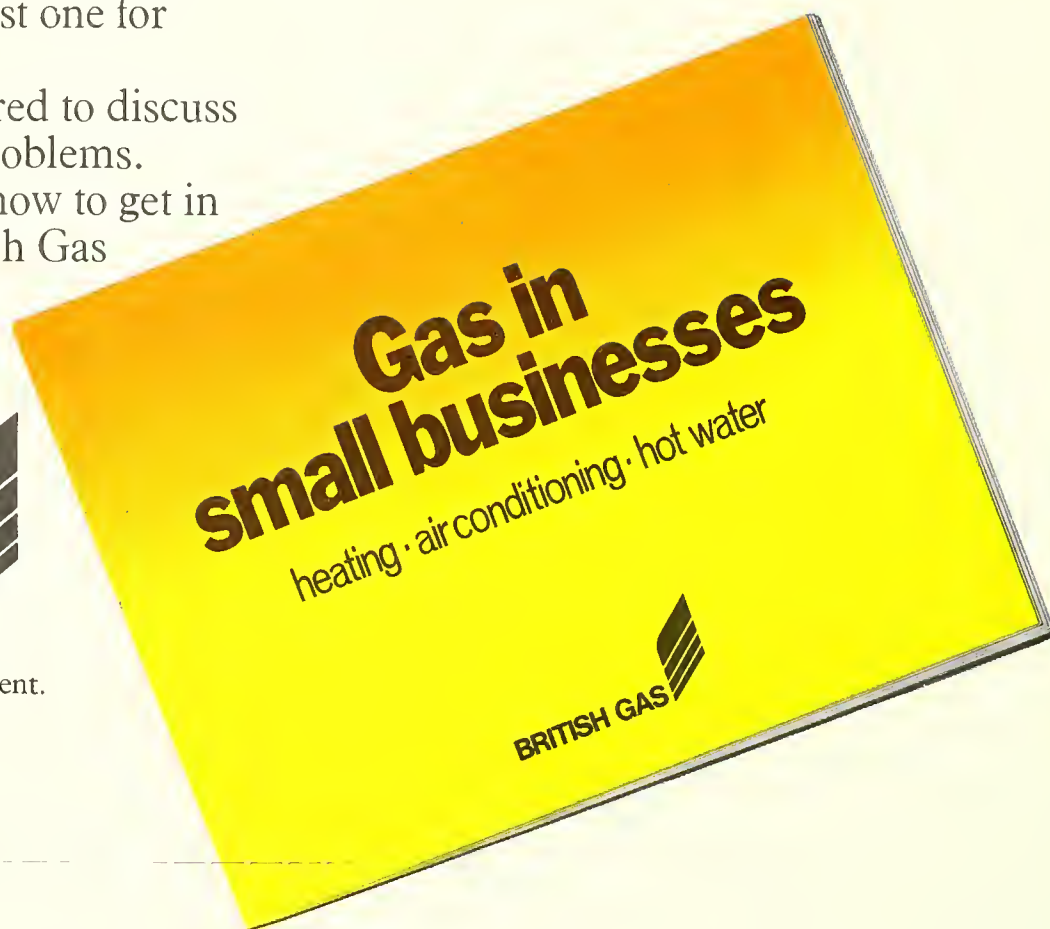
You'll then be well prepared to discuss your heating and hot water problems.

The booklet will tell you how to get in touch with your nearest British Gas heating expert.

So when you're ready for the details on the systems you want, you only have to ask.



Gas will make your business more efficient.



Please send me your free booklet, 'Gas in small businesses'.

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The newswweekly for pharmacy

115th year of publication

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Technical Editors Adrienne de Mont, B Pharm, MPS

C. F. Preece, BSc, MPS

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Information Services I. H. Cotgrove

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Official organ of the Pharmaceutical Society of
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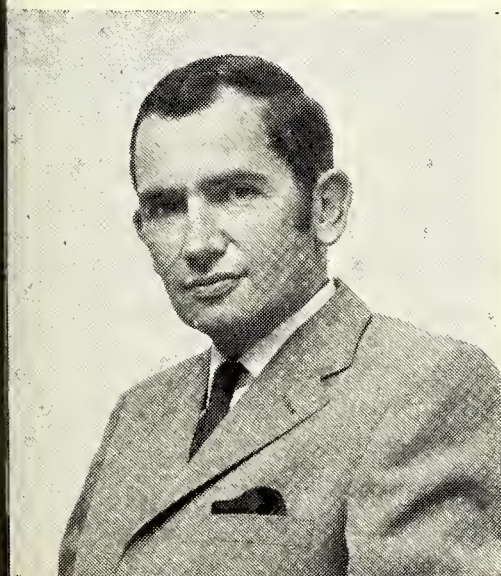
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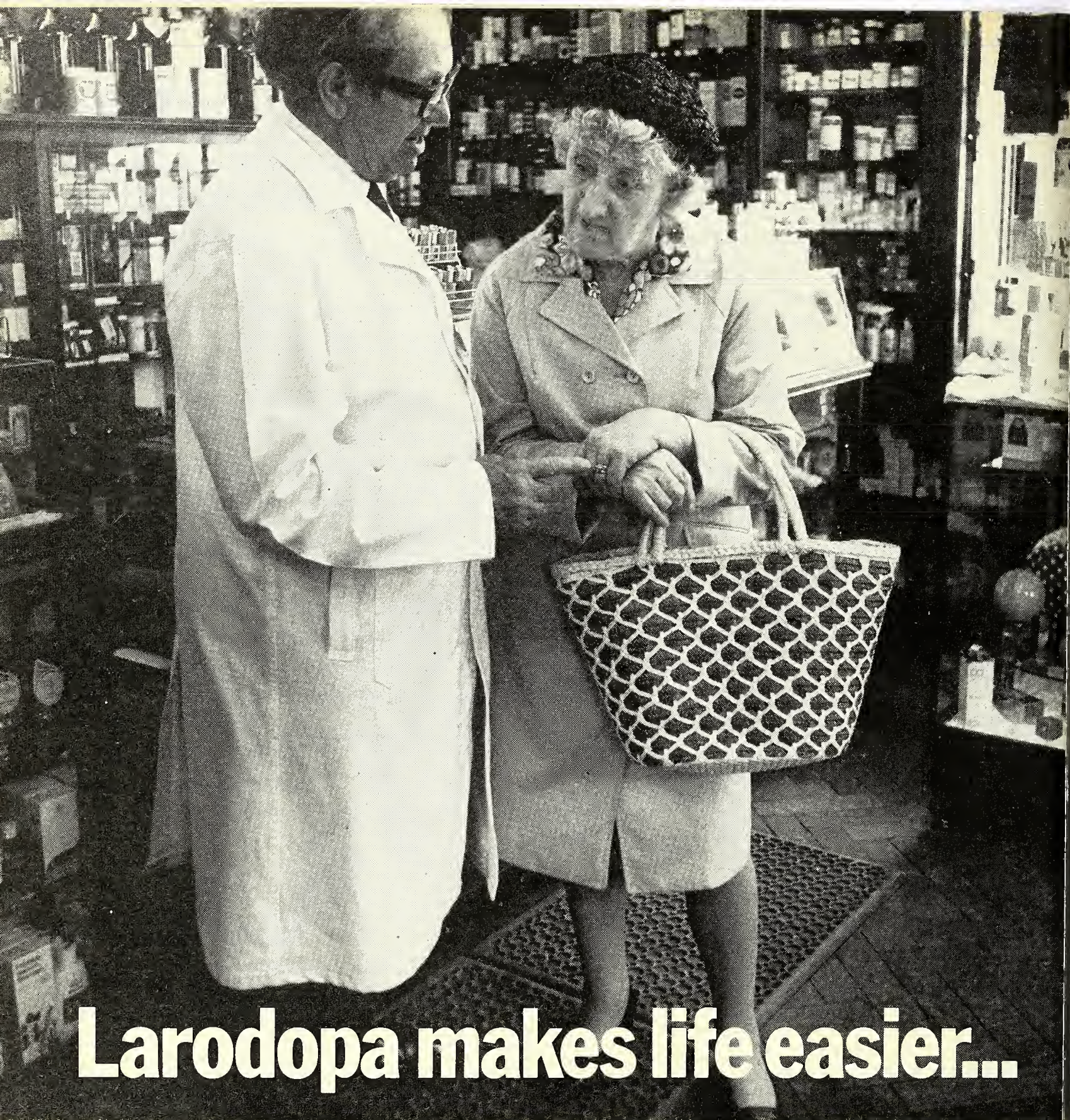
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Mr Ronald Levin FPS has joined the re-
structured board of Janssen Pharmaceu-
ticals (see p 483).



Larodopa makes life easier...

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Dispensing generic levodopa prescriptions means a fresh decision every time—it doesn't happen often enough to form a habit. But Larodopa is levodopa in a form that is convenient for you because the double scored 500mg. tablet will fit, simply, into any dosage regime: and, as Larodopa is the most economical presentation of levodopa, you will be fully reimbursed by the Pricing Bureau.

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ROCHE

Comment

Small claims

At first sight, the new book from the Consumers Association—"How to sue in a county court" (see p 453) may produce more court actions arising from consumer dissatisfaction. Coupled with the new arbitration system which started in the county courts on Monday, publication of the book can only serve to reduce the fears of people wishing to use the courts to obtain redress.

However, Mr David Tench, legal adviser of the Consumers Association, feels that very few cases will ever reach the courts. He estimates 90 per cent will not proceed beyond the issuing of a summons, with a further five per cent being settled before the case comes before the court.

Reviewing the situation at the time the book was written, Mr Tench said that the 1970 Consumer Council's report "Justice out of reach" could not find one case where a consumer took action in the county court. People are frightened of courts and lawyers—and frightened of losing, incurring heavy costs, he added.

Hence the book was written "to give teeth to consumer rights". Mr Tench felt that the director general of fair trading and the local authorities would deal with the bad abusers of customers' rights, but thought there was a vast area where the consumer has to stand up for his rights—the book will aid him in this.

The new arbitration scheme "takes the fright out of the costs angle" and gives Government approval to such litigation, said Mr Tench. If the claim is not more than £75 and the claimant loses, he does not have to pay the defendant's lawyer fees. Hence there is an incentive for neither side to have legal representation as they have to stand the subsequent fees themselves, whatever the outcome. Immediately the county courts have become more accessible to people who would have otherwise not pursued a claim that far.

Also, for a claim under £75—which would be the majority of cases—arbitration can be ordered if one or both parties request it. The plaintiff and defendant would then sit down with a court official—usually the registrar—in closed session. Legal representation is not excluded, however. The decision of the arbitrator is final, with only a limited right of appeal.

Mr Tench hoped that lawyers would be kept out of the "under £75" scheme, which would give impetus to the evolution of a "small claims court". He did feel that to make the system work the attitude of the whole staff of the court—from the man on the door to the registrar—would have to change from "being stuffy" to "being helpful".

Monday also saw the opening of such a "small claims court". On the suggestion of a member of the City of Westminster Law Society, the court has been set up to deal with claims between £10-£250 and consumer problems are expected to form a high proportion of the cases. Housed at 153 Ebury Street, London SW1, the court will run for three years. It has a grant from the Nuffield Foundation and will be

managed by the City of Westminster Law Society, the National Citizens' Advice Bureaux Council and the Consumers Association.

Describing the operation of the court, its administrator, Mr Michael Sherwin, said that it will operate along similar lines to the Manchester arbitration scheme for small claims. There will be no geographical limit to cases heard there, although for practical reasons it will be limited to cases in the London area. The best procedure for small claims will be determined by practical experiment.

The initial procedure to be adopted by the court is as follows: both parties must agree voluntarily to the arbitration before it can proceed—the result is then legally binding. An adjudicator, normally a lawyer, but other professional people will be used, will be appointed for the case by the president of the City of Westminster Law Society. A claim form is then submitted to the administrator who will advise the claimant if other steps could be taken which might succeed in resolving the dispute; if the claim is to be settled by the court, the other party will be invited to complete an acceptance form giving details of the defence. Both statements and other helpful documents are next sent to the adjudicator who will decide whether any further inquiries are to be made or expert reports obtained—county court arbitration has limited powers in this direction. A hearing will be arranged if necessary; there will be no legal representation at the hearing which will be held in public.

The claimant's court fee is £5 up to £100 claim and £10 if the claim is over £100, but the adjudicator had the power to waive the fee or part of it if he thinks fit. Either party can be ordered to contribute to the cost of any tests or reports commissioned.

First of several?

In opening the court on Monday, Lord Goodman—himself a solicitor—voiced the opinion that such a venture may be the first of several such institutions. He expressed the view that it was a "most interesting project" and he would "watch with great interest to see what happens". Mr Sherwin disclosed that "some of the better shops" who aim for customer satisfaction had already been approached about the court and had expressed enthusiasm for it.

Retail pharmacists, who generally give excellent customer satisfaction, should have nothing to fear from these less expensive litigation procedures, and responsible traders generally will welcome the moves as a means of preventing less scrupulous operators from dodging their responsibilities and bringing retailing into disrepute. However, both systems must be watched closely to ensure that frivolous and unjustified claims do not achieve a time-and-money-wasting status they do not deserve.

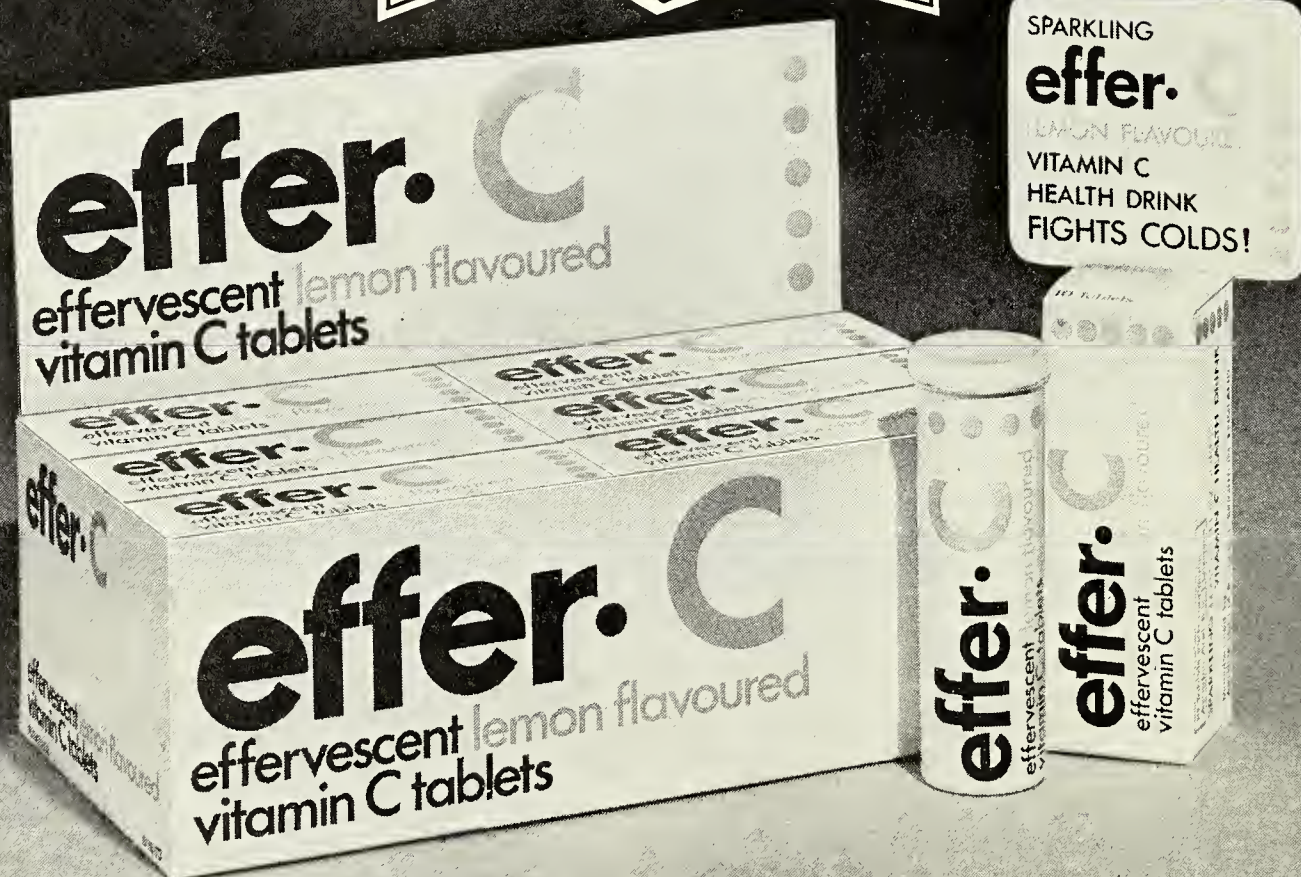
These new attempts to safeguard the consumer are designed to combat the unscrupulous trader. They must not be allowed to become a weapon in the hands of the unscrupulous customer.

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Lessons from Russia, but — SMA delegate reports

British pharmacy can learn a lot from the Russian system, particularly about efficiency of service—but the end product still leaves something to be desired. That is how Mr John Cave, FPS, a member of the Socialist Medical Association team which has just returned from a visit to the USSR, summed up his investigation of the state-owned pharmaceutical services.

The group, comprising also Mr P. Crees FPS, Mrs Audrey Thomas and Mr T. C. Thomas MPS, visited Moscow, Kalini and Leningrad and their programme took in retail, hospital and industry.

Mr Cave told *C&D* this week that the fully-professional set-up in retail was to be envied, with pharmacies being sited so that no patient was too far from a pharmaceutical service. This was backed up by prescription collection and delivery for those unable to get to the pharmacy.

Pharmacies had two counters, one for ready-packed medicines (given out as original packs without further labelling) and one for extemporaneous preparations. At one large pharmacy in Moscow, 4,000 scripts a day were dispensed. All but the smallest pharmacies had a staff analyst and all extemporaneously prepared medicines were checked before issue, both qualitatively and quantitatively.

Mr Cave's reservations about the system concerned the use of drugs "we would consider out of date"—tincture of valerian for example. There was heavy dependence on herbs, and Mr Cave felt that British doctors would require more research into their efficacy before prescribing. The Russians' answer was that the research was now being undertaken—and that they were using "the natural resources of the countryside".

Pharmacies themselves play a major role in the herb "industry". All except for those in the largest city centres display pictures of herbs together with the times of year of collection. The population is encouraged to gather the herbs and bring them to the pharmacy for payment. The herbs are then dried and packed on the spot or sent to larger pharmacies.

Mr Cave said there was a tendency both to prescribe and to sell smaller quantities of medicines—packs of about six phenobarbitone tablets were on open sale. But, he added in relation to "out of date" medicines—"they are still using phenacetin".

Members of the SMA group will be reporting on their visit to a meeting at the House of Commons on November 14.

Sales index up 16 per cent

Chemists and photographic retailers' sales for August were up 16 per cent on 1972 against an increase for all kinds of traders of 12 per cent. The Department of Trade's index also shows that independent

chemists' figures rose by 13 per cent, although independent business generally improved by 11 per cent.

The index for all chemists now stands at 193 with independent chemists at 177. Figures for multiples are not available and NHS receipts are not included in the calculations.

Script charge exemption income levels raised

Income levels up to which people not otherwise exempt are entitled to exemption from prescription charges, or a refund, were increased from October 1 to take account of higher scales or requirements for supplementary benefit purposes which will be introduced from that date.

These scales are used by local Social Security offices for calculating whether a person is eligible for help with prescription charges on income grounds. A revised leaflet PC11 "Free prescriptions or refund of charges on grounds of income" is available to the public at post offices and local social security offices.

Ophthalmic group at Bath gets Government contract

Valuable information for the formulation and packaging of eye drops could result from a research contract awarded by the Department of Health to a group in the School of Pharmacy and Pharmacology at Bath University.

Professor D. A. Norton, Dr D. J. G. Davies and Mr B. J. Meakin together with Mr Peter Jones, FRCS, a consultant ophthalmologist to the Bath Hospitals, are investigating the interactions of the com-

ponents of liquid ophthalmic preparations with plastics materials including those used for hard and soft contact lenses and for packaging materials. Financial support to the value of approximately £17,000 over a two-year period will provide equipment and support staff. A research officer, Dr Nigel Richardson, BPharm, has already been appointed to assist the research team.

The ophthalmology research group at Bath University, with Medical Research Council support, is already engaged upon an investigation into the treatment of chronic open-angle glaucoma using modified formulations of topically applied drugs.

Mr. Wilson confirms nationalisation plan

"Identifiable sections or individual firms" within the pharmaceutical industry would be taken into national ownership by a future Labour government. Mr Harold Wilson confirmed at the Labour Party conference at Blackpool on Tuesday.

The government would be given power to acquire public shareholdings in return for financial support, or to purchase companies outright. Both British and multinational companies would be affected

'Limit paracetamol to ten-tablet packs'

A suggestion that paracetamol should be sold in packs of not more than ten tablets was reported by this week's *Sunday Times*, in an article headed "The dangers of an 'aspirin trip'." It came from Dr Roger Williams, director of the Medical Research Council's liver group at King's College Hospital, London, who is said to have seen 25 deaths from paracetamol poisoning in the past two years.

The article claims that over one million people in Britain take analgesics daily and indicts the drugs in relation to blood vomiting, kidney disease, stomach ulcers, anaemia, asthma and allergies.

"Addictive" effects are attributed to caffeine, codeine and phenacetin. Addiction to "simple" aspirin is said to be so rare that it may be "a psychological obsession rather than a true addiction".

£50 towards the cost of their next holiday was the prize that Thatcham pharmacist, Mr Clifford Willis, MPS, and his wife, Margaret, were presented with by Peter Lumley, public relations manager of Glaxo at a trade show organised by Bradley and Bliss. Mr Willis won with a Complan window display.



Chemists 'stunned' by salesmen's visits?

Chemists rarely see a salesman and are stunned by the event, according to an article in the *Financial Times* last week.

A feature on salesmen, entitled "Showing the flag in SE8", followed the activities of a member of a contract sales force team around pharmacies in the Greenwich and Deptford areas of London. The salesman was representing Lilia White with special offers. They were aiming to build up consumer trials among the independent chemists "who are not so innovative as Boots and Westons".

The report claimed the salesman visited 71 chemists in the first four days, managed to talk to 67 of them, and sold the largest sized pack to 59 — a 90 per cent success rate. A "generally undynamic reaction" to the salesman's call was attributed to rare visits from salesmen, the job being increasingly done by direct orders or through wholesalers.

The independents have been ignored in the past, but companies are increasingly alive to their importance, the article claimed. The 35 salesmen in the exercise planned to call on 10,000 chemists in four weeks selling goods off the car.

Bottle shortage — but medicinals safe

"Unprecedented" increases in demand for bottles due to a buoyant economy and good spring and summer weather is causing a serious supply situation in some markets, according to the Glass Manufacturers' Association. However there is no acute problem in the case of medicine bottles, a spokesman told *C&D*.

Total industry sales for the first half of the year show a rise of 10 per cent — soft drink bottle sales were up 24 per cent — and stocks, normally kept at a high level in the industry to cover peaks in demand, have been exhausted. "Demand now is being met virtually from the end of the production line; furnaces which would normally be shut down for maintenance purposes at this time of year have been kept open at the risk of incurring higher maintenance costs at a later stage," says the Association.

Most contract orders for bottlers and packers are being met, but it is unlikely that many new commitments will be undertaken during the remainder of 1973. A similar supply situation is said to exist on the Continent.

Health Commissioners' 'large sphere of action'

Exclusions from the Health Service Commissioners' sphere of activity will still leave him with numerous situations which he could investigate, said Sir Allan Marre who became the first Commissioner for

England, Scotland and Wales on Monday.

Speaking at a news conference last week, Sir Allan said that he will be responsible for investigating complaints by people who feel they have suffered as a result of failure in a service provided by a health service authority, failure by an authority to provide a service which it had a duty to provide, or maladministration in any other action taken by an authority. He cannot, however, investigate complaints about actions taken solely in the exercise of clinical judgment in connection with the diagnosis or treatment of a patient, or about actions taken by doctors, dentists, pharmacists or opticians in connection with the family practitioner service. In general, he cannot take up grievances if the person concerned has the right of appeal to a tribunal, or recourse to the courts.

Complaints should normally be made by the injured party personally, after having first given the health service authority concerned an opportunity to investigate the complaint. There will be a time limit of a year for complaining and the report of the investigation will be made direct to the complainant with a copy to both the health authority concerned and the authority above it. The Commissioner's offices are Church House, Great Smith Street, London SW1P 3BW; 71 George Street, Edinburgh; Third Floor, Queens Court, Plymouth Street, Cardiff.

'UK Science Councils to back European Foundation'

Discussions on the formation of the European Science Foundation (announced in *C&D* last week) have the support of the five UK research councils said Sir Brian Flowers, chairman of the Science Research Council.

The agreement of science research agencies from 16 European countries to

set up the Foundation was announced by Sir Brian, who was presenting the annual report of the Council last week. He saw the Foundation acting as an "interagency" fostering basic research and as a means of communication for different groups conducting similar lines of research. He revealed that the Council's secretary, Mr R. Walker, who had acted as convenor for the preliminary discussions, was appointed to the preparatory commission of eight persons. There would be a meeting in Stockholm next May to discuss progress in drawing up a statute, and the Foundation would probably be set up in 1975.

Mr Walker said that one of the Foundation's first priorities would be to decide on the criteria for other agencies to join it. It could start as a co-ordinating body and could act as a forum for discussing joint activities early on. He revealed that the countries outside the EEC having agencies represented in the discussions were Austria, Greece, Norway, Portugal, Spain, Sweden, Switzerland and Yugoslavia. Two Italian agencies, while wishing to participate, felt unable to do so.

Wholesalers told 'take a look at labour costs'

Most wholesalers could cut costs today if they began managing their labour efficiently according to a new guide published on September 27. It advises managers "to take a cold, hard look" at improvements as labour accounts for 60 per cent of warehousing costs. *Finding the better way*, a Distributive Trades Economic Development Committee publication lays down practical procedures and advice on controlling and systematically improving labour usage.

The guide's aim is to discuss the basic warehouse functions and to examine how their costs may be reduced through improved labour utilisation which is defined as "a measure of the effectiveness with which labour is directed and controlled in relation to time and cost."

The guide says that "one sure way to raising profits, increasing wages, improving working conditions and building for growth must be to improve labour utilisation". Streamlined organisation and new labour saving methods are the better ways of accommodating growth in a company. Copies available from HM Stationery Office, price £1.25.

Michael Lefort, general sales manager of Mennen (UK) Ltd, recently presented Miss J. E. Oldham of the Leeds Industrial Co-operative Society Ltd, with holiday vouchers, worth £550 for a fourteen day Caribbean cruise for two, which she won for her window display of Protein 21.



Advice on sueing — for consumers

Consumers wishing to press their rights are given advice on how to sue without a lawyer in a book published by the Consumers' Association this week.

Entitled "How to sue in the county court", the book follows the imaginary case of Mrs Emma Seaton from the day her washing machine broke down for the fourth time in seven months. The store refuses to give her her money back, and she sues them in her local county court — and wins. The costs system is explained plus practical advice about letter-writing.

Mr David Tench, the Consumers' Association's senior legal officer, said that the book was written in an "idealised" form with all the letters and cross-examination given so that people would be able to copy them in their claims. He emphasised that most claims would be settled before they became court cases, but the book had been written to "give people confidence" in the knowledge that, armed with the book, they could pursue the case in court if necessary. Many people were put off pursuing their claims to court level because of legal fees, he claimed.

The new claims arbitration scheme, which came into force on Monday, was also welcomed by Mr Tench. Under the scheme, the two sides in a county court case can opt for arbitration if the claim is under £75. In such a case also, legal fees would not be included in any costs awarded to the defendant. Mr Tench felt that the arbitration meeting should be kept informal and that the lawyers should be kept out of the proceedings.

The book, edited by Edith Rudinger, is available at bookshops (£1.25) or by post (£1) from the Consumers' Association, 14 Buckingham Street, London WC2N 6DS.

Beta-blockers more potent on emotional heart strain

β -blocking drugs are more potent against emotionally produced heart rate increases than those produced by physical exertion, said Dr P. Taggart, Middlesex Hospital, last week.

Speaking on the BBC radio programme "Kaleidoscope", he stated that the heart rate produced by both exercise and emotion was about 170 beats per minute. The β blocking agents reduced the heart rate in exercise to about 120 beats per minute, and in emotional states to about 70 — nearly normal.

The use of β blocking agents in the prevention of heart disease — by decreasing the fat mobilisation produced by noradrenalin and the subsequent laying down of fat deposits in the arteries — is still speculative, added Dr Taggart.

Jackel & Co Ltd recently organised a competition in conjunction with Gladding International. First prize has now been awarded to Mr and Mrs W. H. Brown from Peterlee, and they recently received their prize of a Gladding "Fisher 26" boat and Johnson 4 h.p. motor. The chemist who sold the winning entry form was Wylams of Peterlee, and they received a Gladding "Floatpack".



More research into sweetner use urged

More time and money should be spent on identifying the psychological factors which encourage certain people to seek sweeteners in their food and drink, suggests a report from the Food and Drink Research Ltd.

Reviewing the saccharin problem, the report notes that it is only available on prescription in Japan, and it has been removed from the U.S. Food and Drug Administrations' "generally considered safe" list. As a result of widespread publicity, consumer attitudes towards saccharin must have undergone some change recently, and the company undertook a survey to monitor any shifts in attitudes.

The survey, carried out in July, revealed that almost all respondents had heard of saccharin, sugar and glucose but less than half had heard of cyclamates. A total of 67 per cent of those surveyed had heard of paracetamol, 43 per cent phenacetin, and 71 per cent sodium glutamate — those were surveyed to obtain awareness levels for "medical sounding" substances.

Cyclamates emerged as the product which was seen by the highest proportion of respondents (25 per cent) to be "bad for you". Sugar (21 per cent) was next, with saccharin third (17 per cent). Of the other substances only paracetamol was thought to be harmful by more than 10 per cent of respondents. The report concludes that the results of research being conducted into the harmful effects of saccharin have not been effectively communicated as a high proportion of those who claimed that saccharin might be harmful could not pin down precise reasons for it being so.

The report — available from Food and Drink Research Ltd, Mill House, 87 Shaftesbury Avenue, London W1 for £35 — argues that if people are going to do without sugars and other forms of sweeteners some will need psychological support.

USSR anti tumour drug in use in other countries

Soviet, American and Japanese specialists attending a symposium on problems of cancer chemotherapy at Riga, capital of

Latvia last month expressed particular interest in the Soviet preparation Phtoraphur — described by Toshisada Tagaki, vice-president of the Japanese firm Iskra Industry, as "an excellent anti-tumour preparation."

Mr Solomon Giller, director of the Institute of Organic Synthesis of the Latvian Academy of Sciences, who developed Phtoraphur, said that the preparation was being extensively used in the Soviet Union, Japan and Yugoslavia. Clinical studies of Phtoraphur are being continued and will soon be completed in Hungary, the United States and other countries.

Phtoraphur is one of five preparations exchanged by scientists of the Soviet Union and the United States in accordance with a recently concluded agreement. Co-operation between America and Soviet scientists in the struggle against cancer will facilitate more intensive research with the aim of creating new effective preparations, Professor Abraham Goldin, USA, said.

Heart drug gets US clearance

Inderal — ICI's propranolol — has been given approval for sale in the USA for the treatment of angina, following clearance by the US Food and Drug Administration.

ICI is hopeful of a substantial sales increase in the USA. The anti-angina market is calculated to be in excess of £25 million and Inderal is the only drug of its type so far given US approval for the indication.

Irish News Assistant successes

The Pharmaceutical Society of Ireland has announced the following passes in the Pharmaceutical Assistants' examination: — Brady, Deirdrie; Courtney, Mary Margaret; Fennell, Anne Christina; Kelly, Ann Elizabeth; Lalor, Patricia Ann; McConnell, Emer Christina; McDermott, Majella R. M.; Morgan, Cora Margaret; Murphy, Linda Anne.



The clever new Sunbeam Tangle Free Comb.

A real time and agony saver. The Tangle Free Comb untangles wet hair quickly and gently, ready for drying and styling. Recommended retail price £9.95.

The ingenious new Sunbeam Mist-Stick.

The only hairstyler that's a moisturiser as well. The new Mist Stick styles hair quicker and more gently than any other hairstyler. Recommended retail price £6.50.

Just what you wanted for Christmas.

Two profitable new products from Sunbeam. And just in time for the gift-giving festive season.

They're both revolutionary products.

They're both available now, from your wholesaler.

They're both going to receive the support of our new advertising campaign.

And talking of advertising we're in Woman, Woman's Own, Woman & Home, Woman's Weekly, Woman's Realm and Family Circle from November right through until Christmas.

All in all, sixteen million women will see each advertisement four times. And that's an awful lot of Christmas presents.



We put more thought into everything we make.

People

Mr G. S. Knowles, FPS, JP, has been appointed to the Wirral area health authority by the Mersey regional health authority. He will serve until March 31, 1977.

Professor K. W. Bentley, DSc, has been appointed to a chair in chemistry in the department of chemistry, Loughborough University of Technology. He was previously assistant research director, pharmaceutical division, Reckitt and Colman Ltd, and an honorary professor of organic chemistry at Hull University.

Mr W. M. C. Black, director of industrial relations and administrative services of Eli Lilly & Co Ltd, Basingstoke, has retired after almost 39 years service with the company. Walter Black qualified as a pharmacist in 1933 from the Royal Dispensary, Edinburgh. He afterwards served on its teaching staff before joining Eli Lilly, in 1935—its first year of operation in Britain. Before going to the London office as assistant to Mr Armstrong, then general manager he was for 18 months a representative in the north of Scotland. He assisted in the transferring of the business to Basingstoke in March 1939 and held a variety of administrative and production posts until 1947 when he was appointed the first manager of industrial relations. He became director in 1961.

Mr Thomas Downie, CA, was the principal guest at a dinner given in his honour by the NPU Executive in London on September 25 to mark his retirement as secretary and treasurer of the Scottish Pharmaceutical Federation for the past thirteen years.

In welcoming Mr and Mrs Downie, Mr F. Wright (director, NPU Group) referred to the affiliation between their two organisations in 1965, which had been achieved within three years of the SPF receiving a letter from Mr Wright proposing amalgamation.

Thanking the members of the NPU Executive for their gift to him of a specially cast and engraved bell-metal mortar and pestle, Mr Downie said he saw two main tasks for pharmacists in the years immediately ahead: continuing the fight against the illicit use of drugs and getting over to the public, "who take us too much for granted", the vital role played by pharmacists in maintaining the health of the community.

Deaths

Culbert: On September 25, Miss Elizabeth Spence Culbert, MPS, Ardraig, Airdrie, Scotland. Miss Culbert qualified in 1935.

Hunter: On September 22, Mr David Blair Hunter, 3 Rosebank Grove, Edinburgh. Mr Hunter qualified in 1910 and was in business in Leith Walk, Edinburgh, before retiring.

Murphy: Recently, Miss Johanna Murphy, MPSI, 9 Grosvenor Road, Dublin. Miss Murphy qualified in 1945. For a time she conducted her own pharmacy at Finglas, Dublin, and had been engaged since then in working with the Eastern Health Board.

Topical reflections

BY XRAYSER

Ambition

At the conference organised by the Ulster Chemists' Association, Mr A. Trotman (chief executive, NPU Marketing) said that today's decisions would fashion success or failure five years hence. The speaker was urging independent pharmacists' group operation. "If independent pharmacists worked together and exploited their total buying power they could be nearly as big as Boots, and this would be the aim of the voluntary trading organisation," he said.

Retail pharmacists, he went on, must recognise that they were also traders and managers, and management was the control of men, materials and money for the maximum utilisation of resources. (You report that Mr Trotman also pointed out that one-third of pharmacists already stocked tights and another third were prepared to do so. I align myself with the third who are not stockists and who are apparently not prepared to be.)

What is to be regarded as success? Or failure? Mr Trotman indicated that those who needed to engage in retailing must realise that they were in competition with other traders and act and change accordingly. That seems to suggest that we are embroiled in a commercial cut and thrust and that we must become increasingly involved in "the control of men, materials and money for the maximum utilisation of resources". And most of us started out in life with the object of becoming members of an ancient profession, with aspirations to take our place in a loosely-knit team dedicated to the relief of suffering and ill-health. The control of men, money and materials never entered my head. If it had, I am sure I should not have set about it by taking a pharmaceutical qualification. It would have been wholly unnecessary.

Mr W. H. Boyd asked Mr A. Howells, who also spoke at the conference, if it was never going to be possible to practise the job the pharmacist had been taught to do, and I echo Mr Boyd's question. Mr Howells replied that the aim was traditional pharmacy "minus the tights". A definition of what is implied by "traditional" would be of interest.

Europe

A totally different outlook was enunciated by Mr W. A. G. Kneale, (EEC liaison secretary, NPU). Mr Neale said that membership of the European Community gave us the chance to create the profession that we dream of. He gave a fascinating and comprehensive survey of the manner in which pharmacy is practised in the countries of the Community and he revealed a state of affairs which must give cause for deep concern in this country. I have remarked before that it is extraordinary that, pharmaceutically, the Channel is wider than the Atlantic.

Mr Kneale has added considerably to my knowledge, which has been limited in personal observation to France and Holland. If community means anything at all, it seems that one of two things must happen. Either we plan the future of pharmacy in this country to conform to the general pattern in Europe, or we exert our utmost endeavour to securing the compliance of the other members in the kind of pharmacy we have here—and I cannot see them selling their birthright for a pair of tights.

History

It was appropriate that, as the day of departure comes ever nearer, Mr R. G. Todd should have delivered a historical lecture on the subject of the Society's House in Bloomsbury Square, and I am glad you have been able to give the talk in such detail. Mr Todd has sent me back to *Barnaby Rudge* and the Gordon Riots, and I am also grateful for that.

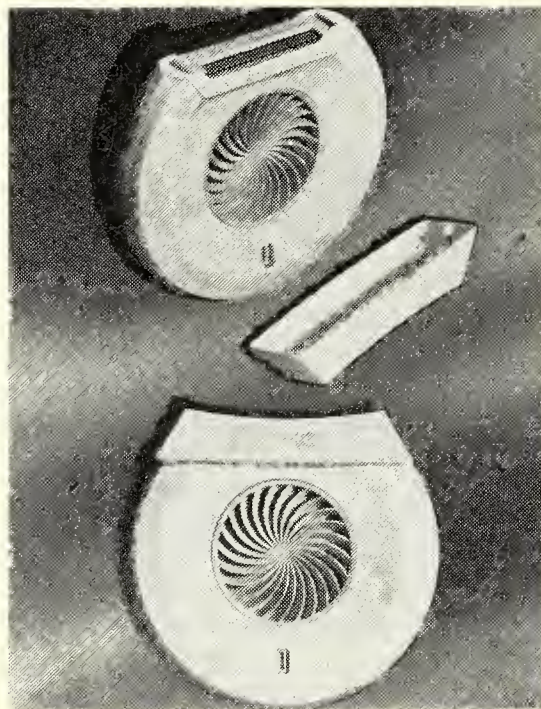
New products and packs

Over-the-counter medicinals

Dristan reformulated

"New formula" Dristan tablets are to be launched nationally by International Chemical Co after nine months test marketing. Packed in 24's (£0.42½), the tablets each contain phenylephrine hydrochloride 5mg, phenindamine tartrate 10mg, aspirin 325mg, caffeine 16mg and co-dried gel of aluminium hydroxide and magnesium carbonate 65mg.

The manufacturers claim that Dristan acts through all stages of the cold and shrinks the swollen mucous membranes to help relieve nasal congestion and promote easier breathing. Display material — linked to the advertising theme "Dristan helps the sinus cavities" — includes a single unit crown and a double-sided self-adhesive window bill. An introductory bonus of 12 charged as 10 will operate until October 31 and the product will be supported by advertisements in national newspapers throughout the coughs and colds season (International Chemical Co Ltd, Chenies Street, London WC1E 7ET).



Panadol soluble

Winthrop Pharmaceuticals have introduced Panadol Soluble to meet the increasing demand for a soluble effervescent tablet based on paracetamol. Each tablet contains 500mg paracetamol and dosage instructions are given from three years (half tablet) to adult.

Recommended for rheumatic and arthritic pain, and headaches, Panadol Soluble is strip packaged in two sizes, 12 (£0.20) and 24 (£0.37) (Winthrop Pharmaceuticals, Winthrop House, Surbiton, Surrey KT6 4PH).

Interlene medicated shampoo

Winthrop Pharmaceuticals have introduced Interlene (£0.39), a medicated shampoo designed for use between Lenium treatments.

Containing Loramine and lanolin derivatives, Interlene is to be promoted on the "Interlene and Lenium together for hair health" theme, and will be presented in a 125cc plastic bottle (Winthrop Laboratories, Winthrop House, Surbiton, Surrey KT6 4PH).

Cosmetics and toiletries

Madeleine de Rauch perfumes

Two new perfumes are being introduced to the UK this autumn: Miss de Rauch and Belle de Rauch, plus a range for men called Monsieur de Rauch, from Madeleine de Rauch of Paris. Launched in Paris by Count Joachim Berthier in 1966, Y. Scott and Co Ltd became the UK distributors in July of this year.

Miss de Rauch is described as being youthful and feminine with a hint of roses

and magnolia blossoms.

Belle de Rauch is said to be fresh with a hint of herbs, sweet marjoram and wild thyme with an undertone created by Bulgarian roses and Persian ambergris. Both these ranges comprise standard parfum (1/7fl oz £2.50, 1/3fl oz £3.80, 1/2fl oz £5.70, 1 fl oz £8.50, 2fl oz £13.50, 4fl oz £19.50) parfum atomiser (1/3fl oz £3.90, refill £2.90) eau de toilette (2fl oz £2.40, 4fl oz £3.60, 8fl oz £5.50, 16fl oz £9.00) and eau de toilette atomiser (4fl oz £3.75).

Monsieur de Rauch has a "subtle, fresh and astringent appeal", created by a blend of acid, woody and spicy scents plus lemon with sandalwood and vetiver. This fragrance is said to also appeal to women for daytime and sportswear. The range comprises eau de toilette (2fl oz £2.20, 4fl oz £3.30, 8fl oz £5.50, 16fl oz £8.50) and eau de toilette atomiser (4fl oz £3.50), plus aftershave (2fl oz £1.50, 4fl oz £2.50) and aftershave atomiser (4fl oz £2.75).

All the perfumes are presented in square bottles with rounded edges and large, serrated glass stoppers. Red and gold labels for Miss de Rauch, amber and gold for Belle de Rauch. The eau de toilette comes in square chunky bottles with gold metal, screw caps or in a cylindrical atomiser with deep gilt cap and there is also a handbag atomiser for perfume in a tortoise-shell type case.

Monsieur de Rauch aftershave and toilet water come in streamlined bottles similar to the Miss de Rauch and Belle de Rauch eau de toilette bottles with silver, screw caps and silver labels for the after shave and gold for the toilet water.

Display material with gold metal and black lettering has been designed to form a background to the perfumes and they



Madeleine de Rauch range showing perfume, eau de toilette atomiser, eau de toilette and handbag atomiser.



vary in size from 20in x 23in for the largest to 7½ x 6in for the smallest. The display piece for the men's range is in silver metal (Y. Scott & Co Ltd, 12 New Burlington Street, London W1X 1FF).

Germaine bath collection

Germaine, Germaine Monteil's true flower scent, now has a matching bath collection comprising: Germaine perfume lotion (£4.20) said to soften the skin after a bath or before going to bed, are packaged in a faceted crystal bottle; Germaine foam bath (£4.50) claimed to soften the skin as it cleanses it; and Germaine Splurge (£5.50) a non-drying moisturising and emollient splash for after a bath or shower (Germaine Monteil, 17 Old Bond Street, London W1X 4PH).

Cutex autumn collection

Cutex have introduced their autumn range of six creme nail polishes (£0.25): raspberry creme; caramel creme; mulberry creme; violet creme; redcurrant creme; and blackcurrant creme (Chesbrough-Pond's Ltd, Victoria Road, London NW10 6NA).

Glowing Eastern shades

Yardley are offering two harmonising sets of lipsticks and nail polishes in "rich shimmering Eastern pinks." One set is in a glowing cyclamen pink; the Suki Pearl lipstick (£0.42) is called Pink Musk and the matching creamy formula nail polish Damask Dawn (£0.37). The other two-some in a frosty, aubergine shade are Persian Silk, Suki Pearl lipstick (£0.42) and Persian Garnet Shimmerine nail

continued on p 461

A Golden Treasury of Asilone—No. 4

*On either side the river lie
Long fields of barley and of rye:
But she is sick and like to die
And puts her food by with a sigh—
The Lady of Shalott.
And by the moon the reapers weary
Hear her indigestion clearly
Rumbling late and rumbling early
By many tower'd Camelot.*

*Then to her tower bravely spurred
A knight who of her plight had heard:
And "Asilone"—the mystic word—
Emblazoned the gleaming sword
Of bold Sir Lancelot.
A bound—and he was by her side:
One draught—and all her symptoms died.
"The curse is lifted!" gaily cried
The Lady of Shalott.*

(with apologies to A., Lord T.)

Rx

ASILONE®

polymethylsiloxane

For dyspepsia, heartburn,
flatulence and hiatus hernia

Full information available on request



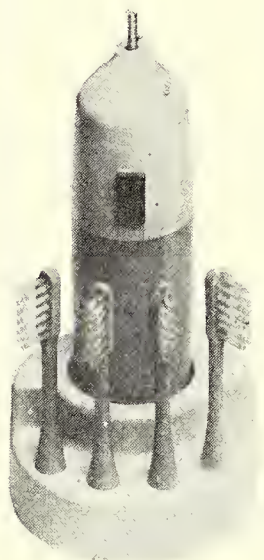
Berk Pharmaceuticals Limited
Shalford, Surrey, England

Reg'd Trade Mark

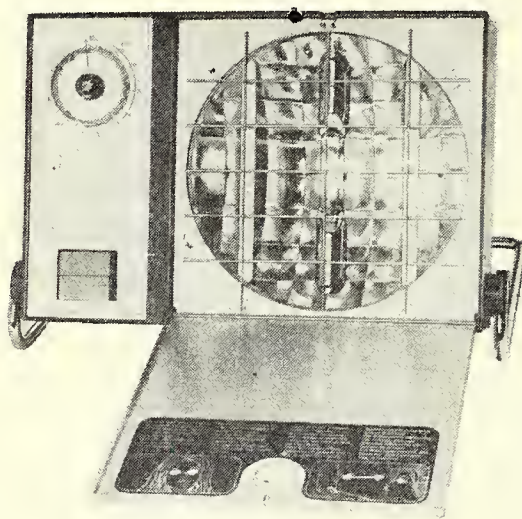
J.4375



WHAT WE'VE GOT FOR YOUR CUSTOMERS.



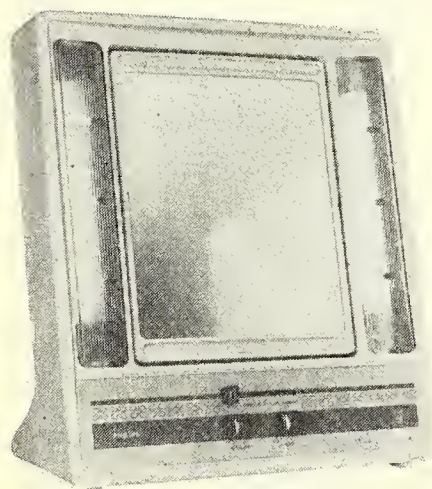
The Philips Automatic
Toothbrush £4.35



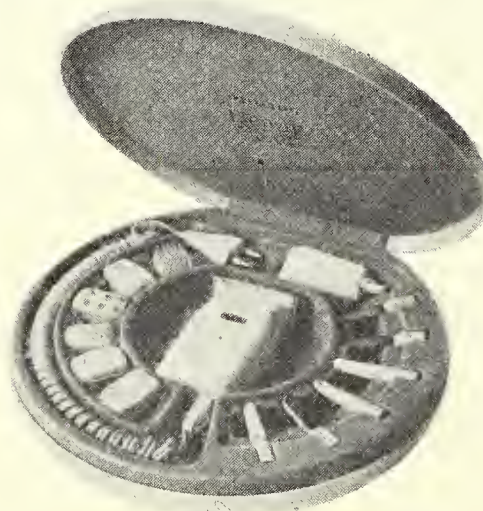
The Philips De Luxe Combined
Sun Lamp £18.50



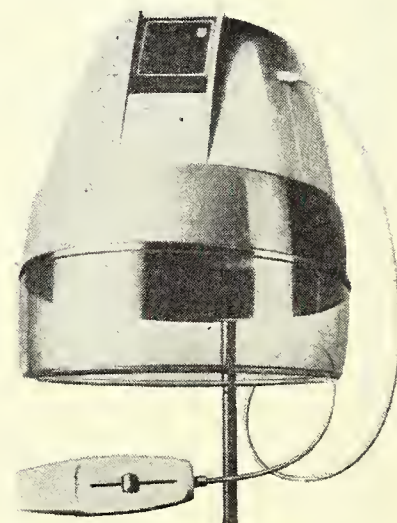
The Philips Ladyshave
Special £8.95



The Philips Illuminated
Make-up Mirror £9.85



The Philips Beauty Set
£14.95



The Philips Hood Hair Drier
£9.85

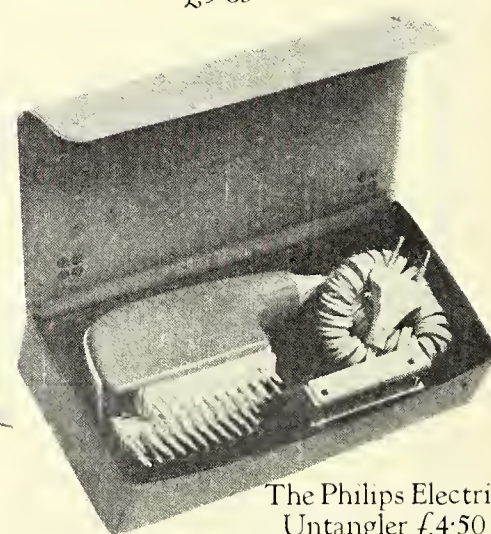


£7.39

£8.32



The Philips Hand Hair
Drier £5.25



The Philips Electric
Untangler £4.50

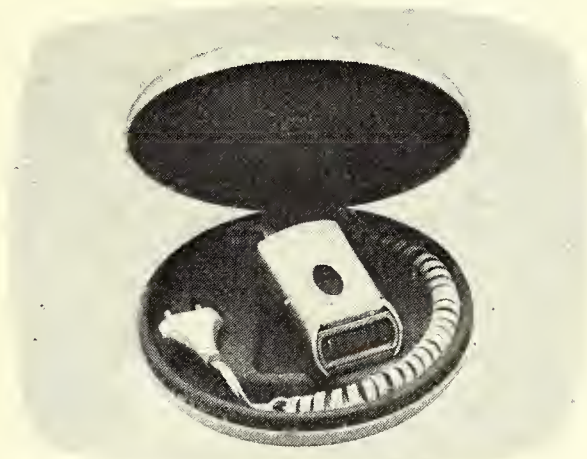
The Philips Hair Curler Sets

All prices quoted are suggested
selling prices including VAT.



PHILIPS

WHAT WE'VE GOT TO GET YOU CUSTOMERS.



A television campaign for the new Ladyshave Special

TEN THINGS TO REMEMBER BEFORE PUTTING ON YOUR MAKE-UP



A National Beauty Care Campaign in Women's Magazines

Your customers already know our Beauty Care products better than most.

And pretty soon they are going to know us a lot better.

Because from October through December we'll be running the two campaigns above.

Two campaigns that will reach practically every

woman in the country.

The television campaign is all about our new Ladyshave Special. It'll run in London, Midlands, Wales and West, South, South West and East Anglia. It's a very different Ladyshave, and it's bound to cause quite a reaction.

For support, we'll be running a national campaign

in women's magazines. This full page colour ad. covers many of our Beauty Care products. And does it beautifully, too.

In short, we've taken care of you and your customers.

Simply years ahead.

PHILIPS





Beatson tablets always fit for service

Beatson tablets are made of glass, because glass contains without reacting.

Made and tested to the highest standards you can rely on Beatson tablets — always.

Available in white flint and amber.

Ask your wholesaler.

BEATSON, CLARK & CO. LTD.,
Rotherham, Yorkshire. Tel: 0709 79141 Telex: 54329



New Products

Continued from p 456

Polish (£0.37) (Yardley of London Ltd, 3 Old Bond Street, London W1X 4AP).

Miners Superstars

The Superstars party kit (£0.75) from Miners comprises multi-coloured stars, a lot of glitter and a glitter stick "for adhering it to the skin" which also doubles as a highlighter. Miners have also introduced two new nail polish shades: gold (£0.25) and silver plus two more Eye liners, silver grey and old gold (Miners Makeup Ltd, Hook Rise South, Surbiton, Surrey).

Babycare

Johnson nappy liners

Johnsons have introduced a nappy liner called Baby-Dry one-way liner which they claim helps to keep baby dry. This is achieved, they say, with a soft fabric which has been perforated with tiny holes and specially treated to repel moisture so that the moisture drains into the towelling nappy leaving a soft, dry barrier between baby and the nappy.

Presented in a 25-liner box (£0.20), 50 liners (£0.36), 100 liners (£0.60) and 200 liners (£0.99), the Johnsons Baby-Dry liners are to be launched with an advertising campaign in women's magazines starting on October 11. Included in the November issue of *Mother* will be a sample pack of five of the new liners. The promotional campaign will also include a sample pack of 25 being given away through Bounty and Gift Pax, while samples will be sent to midwives, health visitors and health clinics. A special introductory offer for the consumer of 50 per cent off the price of the 100-liner box is also planned.

Display material, including special shelf strips and a display dump bin is available (Johnson & Johnson Ltd, Slough, Bucks).

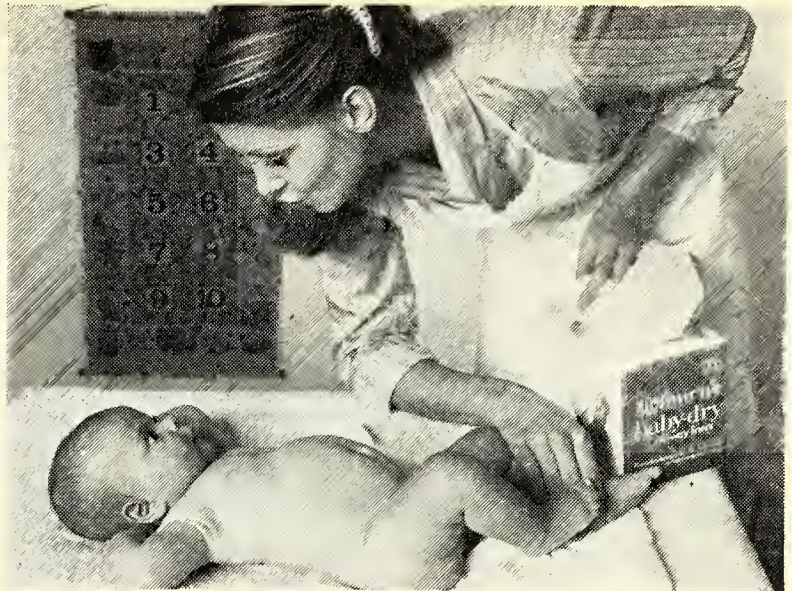
Sundries

Ladies' safety shaver

Personna have introduced Flicker, a ladies' safety shaver (£0.59) which they describe "as a completely new approach in the design of both blade and razor".

Housed in a pink and white plastic compact, Flicker incorporates five blades, mounted on a revolving carousel. Each blade is individually wire-wrapped with a stainless steel thread which "gently" depresses the skin surface, leaving the hair free for cutting. This new safety technique, they say, ensures a close but cut-free shave. And with the revolving carousel arrangement, a new blade is obtained by turning the central dial. As the new blade locks into position, the number of the blade shows at the bottom of the case. In the top of the compact there is a small space through which the operating blade can be seen, with a cap to cover it when not in use (see picture on p 456).

It is claimed that at no stage during the process is there any handling of the sharp naked blades, and the compact itself is thrown away when all five have been used (Personna International UK Ltd, Wellington House, Upper St. Martins Lane, London WC2).



The new Baby-Dry one way nappy liners from Johnson & Johnson. Seen here is the 200-liner box (£0.99)

Improved Rybar inhaler

Rybar Laboratories Ltd, St Ives House, St Ives Road, Maidenhead, Berks, have introduced an improved Rybar inhaler (£0.85 excluding VAT) to replace both the former Rybar standard inhaler and Marvic midget inhaler.

Designed to be conveniently carried in the pocket or handbag, the new inhaler has been shown to be more effective and reliable in everyday use say the company. Made of robust amber glass, it produces a fine mist of vapour for inhalation and is intended for use with Rybarex and Rybarvin inhalants for the relief of asthmatic symptoms. The Rybar face mask with which the inhaler may be used if required will be available January 1, 1974.

Prescription specialities

BEXTASOL inhaler

Manufacturer Glaxo Laboratories Ltd, Greenford, Middlesex.

Description Pressurised aerosol containing a suspension of micronised betamethasone valerate BP with inert propellants. Each metered inhalation provides 100 micrograms betamethasone 17-valerate.

Indications Partial or complete replacement of oral steroids in the management of asthma. Can be expected to improve the condition where asthma is poorly controlled by bronchodilators and sodium cromoglycate.

Dosage Initially for children and adults 800 micrograms daily, usually as two puffs four times a day, in addition to the patient's established regimen. Maximum effect usually in three to seven days but occasionally up to three weeks. Provided the asthma is fully controlled, the dosage of bronchodilator drugs and sodium cromoglycate can often be withdrawn slowly over a few weeks, and later an attempt should be made to reduce the Bextasol daily dosage to the minimum necessary to control the asthma—sometimes as low as 200 micrograms daily.

Notes and precautions Bextasol inhalation is a maintenance therapy requiring daily dosage and cannot give immediate relief in an attack. Severe stress may pre-

Bonus offers

Viking Brews Ltd, 28 Clive Street, North Shields, Northumberland. Special Christmas bonus of 5 per cent discount on all orders of Geordie Lager, mild, bitter and stout beer kits during October, November and December.

Arthur H. Cox & Co Ltd, 93 Lewes Road, Brighton BN2 3QJ. Effer. C tablets, 14 invoiced as 12.

cipitate acute adrenal insufficiency until at least a few months after withdrawal of systematic corticosteroids. During that period it is advisable for the patient to have a reserve supply of corticosteroid tablets so that if the asthma deteriorates or infection occurs, the systemic therapy can be increased or reinstated pending instructions from the physician. Where severe asthma has required maintenance treatment with corticosteroids or ACTH, it is possible in most cases to reduce the dosage of those agents, but great care is necessary. Withdrawal symptoms including anorexia, nausea, vomiting, muscle and joint pains may occur and atopic conditions such as perennial rhinitis and eczema may be unmasked. Special care is necessary in the presence of active or quiescent pulmonary tuberculosis. A short intensive course of oral steroid will usually clear the bronchi of excessive mucus and enable Bextasol to be fully effective. In pregnant animals, administration of corticosteroids can cause abnormalities of foetal developments but relevance of this to humans has not been established.

Side effects Hoarseness has been reported in a few patients. Occasionally localised colonisation by *Candida albicans* has occurred in the mouth and throat. Adrenal suppression is unlikely to occur unless the recommended dosage is considerably exceeded.

Storage Store away from heat and sunlight. Do not puncture or burn the can.

Pack Single containers of 200 metered inhalations £2.60 plus VAT trade.

Supply restrictions Therapeutic Substances Act.

Issued September 1973.

Trade News

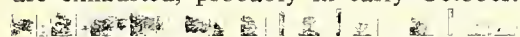
Veganin display aids

Veganin owes much of its present success, say the company, to increasingly good support by pharmacists. Over the counter sales are now said to account for a high proportion of Veganin turnover. This turnover was put at £219,000 for the first half of 1973 which is 36 per cent ahead of the same period in 1972.

To stimulate further customer awareness Warner are currently running a special bonus merchandising operation which features a variety of new display and service items. Of particular interest, they say, will be the illustrated board and pen which patients can use for signing the back of their prescription pads when claiming exemption from prescription charges. A new showcard is also available which helps "to promote the professional image of the pharmacist" plus a new dispensing stand to hold the 10s, 20s and 50s sizes. Further details from Warner representatives, or William R. Warnner & Co Ltd, Eastleigh, Hampshire.

Lederle antibiotic changes

Lederle Laboratories, a division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants PO13 0AS are now film coating their Achromycin 250 mg tablets. The 20 capsule size of Ledermycin 300 mg capsules will be deleted as soon as stocks are exhausted, probably in early October.



Consumer offer

The introductory consumer offer of 6p off the recommended retail price of Cara Nome protein hair spray will terminate on Friday October 12.

All orders received on and after October 15 will be invoiced at the list price of £3.52 per dozen and the product will carry a recommended retail price of £0.46 per unit. Further details from Minnesota 3M Laboratories Ltd, 1 Morely Street, Loughborough, Leics.

Vivonex as a drug

In the list of indications for the use of Vivonex as a drug in Scotland (C&D, September 8, p298) "pre-operative preparation of patients who are malnourished" was omitted. The full list of indications (which also apply to England and Wales) was given in C&D, August 11, p174.

Colgate-Palmolive's advertising plans

Colgate-Palmolive are launching a new advertising campaign for their toothpaste, Colgate plus MFP Fluoride.

Ten years ago, Colgate-Palmolive, using methods approved by the British Dental Association, conducted a three year clinical study into the effect of fluoride and non-fluoride toothpastes on children's teeth. The results, they say, showed a reduction of up to 30 per cent in the



fillings needed by children using the MFP Fluoride paste.

Colgate-Palmolive have decided to take the step of making the consumer aware of the benefits of using a fluoride toothpaste, and of the clinical evidence that exists to support this. They will achieve this by using the subjects involved in the trials to discuss the results, and indicate how these relate to the consumer.

New look for Miners hair colours

The hair colour range from Miners, Miners Makeup Ltd, Hook Rise, Surbiton, Surrey, has been repackaged in an art deco style in coffee and cream. The temporary colour change hair colour shampoo now comprises auburn, mahogany, lightener (£0.15) and the semi-permanent, dark brown and black (£0.25).

100 Osmond tickets from Supersoft

Reckitt and Colman Toiletries, Sunnysdale, Derby, have arranged for *Fabulous 208*, to run a Supersoft/Hold and Shine competition offering 50 double tickets for the Osmond brothers concert at Finsbury Park on October 27.

The offer, which appears in this week's issue of the magazine, also provides free rail travel to the performance, plus a year's supply of Supersoft shampoo and Hold and Shine hairspray.

Entrants are asked to study eight photographs and place in order of preference the hairstyle best suited for the *Fabulous 208* model to wear at the Osmonds concert. And if they could meet Donny after the show, to state in not more than 12 words, what they would say to him.

The 100 runners up will each be given three months' supply of Supersoft and Hold and Shine, and the 150 third prize winners sent a black and white photo of the Osmonds.

On the last occasion Reckitt & Colman linked with *Fabulous 208* in a major "pop" venture, 100,000 youngsters were said to have entered a competition to see David Cassidy "on set" in the United States. The redemption figure was a record for IPC and thought to have been unsurpassed anywhere else to date.

UniChem offers

Latest UniChem promotional offers, exclusive to members, covers Colgate Dental Cream (25 per cent off), Badedas (15 per cent off), and Beechams winter bonus (20 per cent off powders and hot lemon, tab-

lets Venos cough mixture and Mac Lozenges). The discounts which are in addition to normal UniChem trading terms and qualify for member rebate and close October 12. Details from UniChem Ltd, Crown House, Morden, Surrey.

Duromine not 'controlled drug'

Duromine (phentermine) capsules, speciality of Rher Laboratories, Morley Street, Loughborough, Leics LE11 1EP, are not subject to restrictions under the Misuse of Drugs Act 1971. The "CD" designation in the September Price List should be deleted.

PLJ pattern offer

Latest offer in the PLJ "fashion and beauty" promotion theme is paper patterns for home dress making. The patterns are for an evening skirt and blouse and for a pinafore dress and shirt, supplied together for £0.15 plus proof of purchase. Beecham Products, Beecham House, Great West Road, Brentford, Middlesex, say a million bottles of PLJ will be collaretted with application form and details of the offer. Theme advertising for PLJ will be intensified during the run of the promotion.

Rosedale hair care service

Rosedale are offering a hair care service to consumers. This service will provide on application and a s.a.e. to Rosedale c/o M. W. Publicity, Severnside, New Passage, Bristol, free leaflets on how to:—

Know Your Hair Type,

Come Clean with your Shampoo routine & Hair That's under the weather.

Now a dozen

Miss Eylure has added three new lashes to their range, making a total of 12 Miss Eylure Lashes. The new lashes are:—Peepers, Groovies and Starlites (£0.56). Further details are available from Eylure Ltd, Grange Industrial Estate, Cwmbran, Monmouthshire.

Remington special promotions

The new Remington SF2 shavers will be packed in special promotion pack sleeves from October to January 31, when the money back guarantee promotion ends. The back of the sleeve bears details of the money back guarantee. Anyone purchasing an SF2 who, after three weeks' trial in his own home, does not agree that it gives the best shave he has ever had, will be able to return the shaver directly to Remington. If accompanied by the warranty card counterfoil, sales receipt and on-pack coupon, Remington will refund the purchase price and postage. A counter showcard is available setting out clearly the terms of the offer. A window sticker tells shoppers the retailer offers the Remington money back guarantee. Remington are doubling their foil shaver advertising this autumn compared with a year ago, in conjunction with money-back guarantee offer with large-space ads in the national press designed to reach 85 per cent of all men. There will be two "ads" based on the same product running at the same time. Some will feature the new SF2.

Another promotion gives football-crazy Remington retailers opportunity to win free seats to see the team of their choice

Continued on p 464

Black Knight Rides again



Black Knight are giving away 25p on a Dozen Pack *plus* generous bonuses from your local wholesaler. So... you can sell Black Knight (for normal or difficult hair) at 10p less than the recommended retail price of 38p – you can't lose!

Big TV. Support!

And... there's an action packed £55,000 TV. campaign running through October and November reaching 16 million men – and that's a lot of hair!

Stock Up Now!

Stock up with Black Knight now and shield against running out.

Send this coupon together with the code square from a shrink-wrapped dozen outer to: Bristol-Myers Ltd., 53 Pavilion Drive, Leigh-on-Sea, Essex, and we will refund you 25p plus postage.

Name.....

Address.....

25p

Closing date of offer end of December 1973.

Trade News

Continued from p 462

play at home, through a mystery shopper competition. The prize will be awarded to any Remington retailer or counter assistant who recommends a Hot Comb for Men or Family Hairstyler when the mystery shopper expresses an interest in Christmas presents in the price range £5-£10, for the opposite sex. Tickets for two seats for the next available home match of the chosen team are being given away in each of the nation-wide sales territories throughout the 12 week competition. And for those who don't like football, there is £3 worth of premium bonds.

Anadin composite pack

The new Anadin composite pack, designed and manufactured for chemists only, holds four dozen packs of Anadin 20's, one dozen 50's and six drums of 100.

Made of white vacuum-formed plastic, with green lettering, it is delivered in two shrink-wrapped sections which are quickly assembled.

Maalox identification

Maalox tablets, manufactured by Pharmax Ltd, Bourne Road, Bexley, Kent DA5 1NX, now bear the name "Maalox" instead of "WHR".

Anne French new look

Recently the Immac range of depilatories by Anne French International Chemical Co Ltd, Chenies Street, London EC1V 1LS, was given a new look with a crisply stylised orchid-mauve flower as the new motif. The same package design but with blue satin as the main colour is now being given to cleansing milk and moisture cream cleanser. The flower motif enables customers to spot the Anne French products "on beauty counters everywhere".

More advice from Libresse

Pauline Richards the girl in the Libresse advertisements, offers further useful advice in the autumn campaign being launched in women's magazines by Sancell Ltd, Sancell House, Harpenden, Herts.

The intimate questions and answer theme has been a feature of Libresse advertising since early in the year, and the company says, has proved outstandingly popular. The new series, scheduled to run from September, offers five variations covering subjects from period pains and irregularity to questions commonly asked about the Libresse towel itself. Copy for the advertisements has been based on "real-life"



The new composite pack for Anadin

letters sent to Sancell. All the advertisements incorporate the offer of further advice on Libresse and a free sample on request.

Publications in which the new advertisements will appear include: *Woman*, *Woman's Own*, *19*, *Cosmopolitan*, *Look Now*, *Jackie*, *Romeo*, *Popswop* and *Petticoat*.

Polaroid for Christmas

Polaroid (UK) Ltd, Rosanne House, Welwyn Garden City, Herts, have prepared an "intensive" national television and Press campaign to run from the middle of November, suggesting giving a Polaroid Super Swinger camera as a Christmas present.

The new TV commercial will take the form of a 30-second spot, and it is calculated that some 27 million adults will have at least nine opportunities to view the presentation. A further 6½ million readers of the national Press will see the double page colour spreads which will be running at the same time.

The commercial shows mother demonstrating the Polaroid instant picture system to her daughter, presumably just before the present is to be wrapped. Daughter is totally disbelieving when she is told that her photograph will appear in her mother's hand. But she accepts the idea that it is done as if by magic.

The Press advertisements emphasise the immediacy of Polaroid colour photography by drawing attention to the development time of sixty seconds for colour and emphasis is placed on the Super Swingers' low price.

High level hygiene

The Wallgate Hand-Wash unit dispenses supplies of liquid soap, warm water and hot air drying in situations where a high level of hygiene must be maintained; among nursing staff, sterilized areas, and in non-pharmaceutical applications such as food processing, catering. The company has also issued a new anti-bacterial liquid soap containing Irgasan DP300, manufactured by Ciba Giegy AG. Further details from C. A. Wallgate & Co Ltd, Crow Lane, Wilton, Salisbury, Wilts.

Contact campaign

An advertising campaign for Contac 400 beginning in October uses mass circulation magazines and newspapers. Ian Campbell, Menley & James Laboratories' marketing manager, said: "This campaign will mean that 41 million people will read about Contac 400 approximately ten times. We consider our largest market is within the ABC 1 group. We're trying to reach most age groups now because everyone catches a cold at some time". The campaign headline will be 'Dries up a runny nose'. The headline will also be featured on Contac's new point of sale unit. Available for the first time as a pre-pack is a tamper proof counter dispenser, "allowing the chemist to give counter display which maintaining O.T.C. sales security".

The blue and white pre-pack contains 26 six capsule packs and 13 twelve capsule packs. Bonus terms are available. There is also a window sticker, a shelf "barker" together with redesigned "outers" for six and twelve capsule packs.

"Folk remedies"

J. Pickles & Sons, Church Lane, Knaresborough, Yorks. HG5 9AR announce that the C.V.P. (complete verrucae pack) pack now includes one tube of Wartex, six self adhesive corn rings and six waterproof adhesive discs. The company is also "putting their corn ointment on television" for the first time.

A humorous approach features "folk" remedies through the ages and contrasts Pickles as the one that "really works".

The campaign will run for four weeks from October 8 in the Trident area.

To coincide with the campaign, Pickles have launched a new boxed tube pack plus a composite pack, which includes six self-adhesive corn rings.

Booklet from Adorn

Each time of year brings its own special problems for hair, the weather, clothes and seasonal activities all affect it. So Gillette, the people who make Adorn hair-spray, have come up with some two-way adaptable styles for every season, plus tips to help customers keep their hair looking its best all year round. They are offering copies of a booklet "Double Value Styles for Four Seasons", containing eight hairstyle suggestions with setting directions and tips. Members of the public can obtain it free of charge, (but with a stamped and addressed envelope) from: Evelyn Douglas, Gillette Toiletries Advisory Bureau, Great West Road, Isleworth, Middlesex.

Free briefs with Femfresh sachets

During September/October, Crookes Aneston representatives are selling in a promotion on the 12 and 20-sachet sizes of Femfresh deodorant tissues.

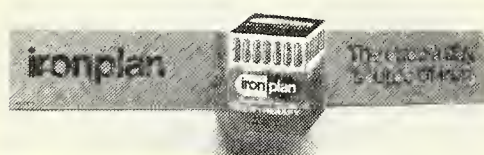
With these two sizes of the tissues packs comes a free pair of Zero disposable panties.

Sea Jade promotion

An £80,000 television advertising campaign for Yardley Sea Jade is being conducted on all channels to boost sales during the pre-Christmas period.

Yardley of London Ltd, 33 Old Bond

Continued on p 469



A 3-dimensional sales aid introduced this month by Menley & James Laboratories for Ironplan tonic capsules is designed to "turn the back of the cash register into active selling space". The sticker features a 60 capsule pack of Ironplan, and says "Ironplan. The once a day source of iron".

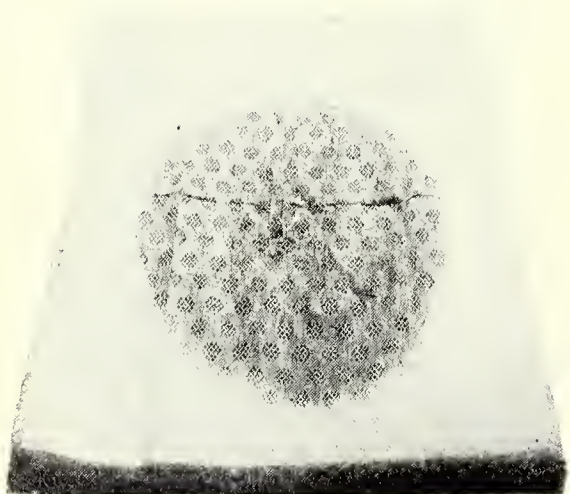
**We'd like to introduce you to thousands
of new customers.**



The new *Johnson* one way liner~ it nappy liners



The standard liner is soft, and prevents the nappy from becoming heavily soiled, but the moisture remains next to the skin thereby creating one of the major causes of nappy rash.



The thousands of perforations in each Baby-Dry One-Way Liner ensure that excess moisture drains into the towelling nappy leaving a soft dry barrier between the baby and the towelling nappy.

What's the difference?

The difference is that our new one way liner helps keep the baby dry and that's what every mother wants.

When research told us that mothers wanted a new nappy liner that didn't leave their babies wet, Johnson & Johnson set about giving mothers exactly what they wanted.

We took a special, soft fabric, treated it to repel moisture and perforated it with thousands of tiny holes. This special fabric allows the moisture to drain through into the towelling nappy but doesn't let it return—so the baby stays dry.

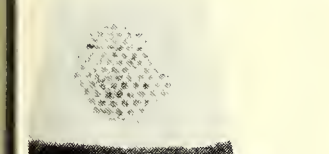
The simple ideas are always the best.

Johnson's Baby-Dry makes ordinary look pretty wet.

Do you want a
nappy liner that keeps
your baby wet?



For one that helps
keep your baby dry?



Johnson's Baby-Dry one-way liner after an identical test.
Is a pretty dramatic difference, isn't there?
You can see from the photographs, Johnson's new
disposable one-way nappy liners are very different from
ordinary nappy liners.
They dry much better.
The reason they're better is brilliantly simple.
After perforating them, then gently treated them in a

way that makes them water resistant—yet at the same time keeps
them gentle against your baby's delicate skin.
Unlike ordinary nappy liners, your baby's water can only
pass through the perforations.
It's not absorbed by the outer nappy which prevents it
from staying dry. And this helps keep your baby dry
and prevent nappy rash.
Your baby is a happy baby.
Johnson's new Baby-Dry nappy liners also prevent
nappy rash.
They're at special introductory prices, including a 1/3 price
on 100 packs. And you'll find they really are much
better for your baby.
That can only be better for you.

Johnson's
Baby-Dry
one-way liners
disposable one-way liner to help keep your baby dry
Johnson & Johnson



A great product deserves a great launch

Through Bounty and Gift Pax, every new mother in the country will be given a sample pack of 25 of the new one way liners and every mid-wife, health visitor and health clinic will also receive samples.

To help spread the word, we've launched a massive promotional campaign in women's magazines. Starting on October 11th we're putting full colour advertisements in Woman, Woman's Own, Family Circle and Mother—and included in the November issue of Mother will be a sample pack of five Johnson's Baby-Dry one way liners.

All of which means that in no time at all, there's going to be massive awareness of Johnson's Baby-Dry one way liners. Anyway we're pretty confident that with so many people having tried them, there'll be a massive demand to go with it.

Plus a launch promotion...

Half price consumer offer!

Sales will really move with this special introductory consumer offer—50% off the price of the 100 liner box.

That's really something, so we've designed special shelf strips and this display dump bin to tell everybody the news—make sure you've got the material.

And when you sell Johnson's Baby-Dry one way liners, you'll be making more money on each sale than on any other nappy liner—so it's worth your while to promote them.

How to get an extra discount for display

There's an extra bonus on your second purchase of Johnson's Baby-Dry one way liners if you're displaying our dump bin when the representative calls.

So keep your displays up and your representative will make sure you get the extra discount—ask him about it when he calls.



The **only** disposable one-way liner to help keep a baby dry.

Trade News

Continued from p 464

Street, London W1X 4AP say the 30 second commercial was shot in Sardinia and shows a cool blue lagoon and luxury yacht dropping anchor and a beautiful girl in Sea Jade and blue chiffon. Advertising covers the following periods: September 26 to October 10, October 29 to November 5 and December 3-17. At the same time there will be a consumer offer of a free trial size Foam Bath available with each purchase of Sea Jade mini spray and a window display competition in the trade.

Cossack dice offer

A set of poker dice—each bearing the Cosack motif—is being offered free to purchasers of Cossack men's hairspray in the latest promotion from Reckitt & Colman Ltd toiletries division, Sunnydale, Derby.

The dice, worth at least 40p, are on offer until July 31, 1974, and will be sent to customers who return three special wraps from the standard 120gm size can, or two from the large.

Stockists, will receive a free set of dice, and a sales aid carried by the Reckitt & Colman representatives, which converts into a cubical stand.

Insulin packs withdrawn

Weddel Pharmaceuticals Ltd, Fourth Floor, Salisbury House, London Wall, London EC2M 5XD, are to withdraw all 5 ml packs of insulin from the market as soon as current stocks are exhausted, due to the small demand.

New approach for Scotties

Bowater-Scott, Bowater House, Knightsbridge, London SW1, have adopted a new creative theme for the television advertising campaign which broke for Mansize Scotties on September 17 for a period of 5½ weeks. The £85,000 campaign will be seen on all stations except in the London area, and will use 30-second spots scheduled for peak-hour viewing.

The commercial shows a housewife at the wheel of her station wagon with her

children in the back. She uses Mansize Scotties to mop a child's sticky face, and then hands the box out of the window to the traffic policeman who blows his nose. Attention is focused on the extra soft qualities of Mansize Scotties that "stay soft gentle and absorbent whenever you crumple them . . . even if your problem is man size".

The commercial is estimated to reach 85 per cent of ITV homes in those regions, giving viewers an opportunity to see it approximately six times during the campaign.

Soluble collagen product

"Formula of the month" samples available from Croda Chemicals Ltd, Cowick Hall, Goole, Yorks DN14 9AA, are sun-tan cream, body lotion, facial rinse and general purpose skin cream, all containing their soluble collagen product Collasol. The makers say that the product is capable of supplementing skin collagen thereby improving the water retaining capacity and elasticity of the skin.

Further information including methods of manufacture of the sample creams is available on request from Croda.

Ronson's Christmas campaign

With the consumer spending boom still continuing — especially in the electrical appliance market — Ronson, Randalls Road, Leatherhead, Surrey, announce the "biggest-ever" Christmas advertising campaign for their range of hairdryers, shavers and automatic toothbrushes.

Nationwide television, national press and leading women's magazines will be used. And plans are in hand to bring in the new commercial radio stations due to open in the Autumn.

For Ronson's new rechargeable shaver there is a new 30-second commercial, which runs from November 26 to December 17.

Spearheading the campaign for Ronson hairdryers is the Escort 2000 tango commercial. The all-station campaign will run from November 26 to December 17.

For Press advertising, seven leading women's magazines have been chosen to promote Ronson's Escort, Rio, Rapide and Family Hairstyler ranges. Full colour, half-page advertisements will appear in *Woman's Own*, *Petticoat*, *Honey*, *'19'*, *Look Now*, *Cosmopolitan*, and *Nova* from now until December.

The Ronson automatic toothbrush gets a pre-Christmas lift-off with advertisements in *Sunday Times*, *Observer*, *Guardian*, *She*, *Good Housekeeping*, *Radio Times*, *Family Circle*, and *Ideal Home* (October to December).

Re-run of Kleenex towel offer

So successful was the hand towel offer with Kleenex toilet tissue in February say Kimberly-Clark, Larkfield, nr Maidstone, Kent, that the promotion is being re-run.

Product manager, Greg Knopp, said "the success in February emphasises the point that housewives today really care about their bathroom colour schemes. It shows that it is the bright, deep colours, unique to Kimberly-Clark which now make Kleenex toilet tissue the fastest growing brand in the market. They also appreciate the opportunity to save money on these high quality towels."

The new promotion, which started on October 1, is featured on-pack for added

shelf impact. For the customer there is a pair of Osman towels (21in. x 40in.), normal retail value of £2.50 which will be mailed in exchange for only three Kleenex toilet tissue wrappers and £1.35. The offer is open until April 30, 1974. A full range of display material is available.

Yardley goes traditional

New labels and cartons signal a return of the traditional look for Yardley lavender toilet water which have been introduced in time for Christmas selling. The illustration of the old street sellers are now teamed with soft, muted lavender colours. This new look to Yardley toilet water will appear on mini-spray (£0.72) cartons and bottles and, later on in the year, on the lavender soap and talc.

Biovital crossword competition

A crossword puzzle in which the answers to many of the clues consist of items customers purchase every day "at the chemist" is the theme of the second major competition for pharmacy assistants to be sponsored by Dr Schieffer-International of Cologne, makers of Biovital, and their UK distributors Radiol Chemicals Ltd. Called the Biovital crossword competition, entry is open to all full and part time assistants in the UK and Northern Ireland.

The main prize winner in the competition will receive an 18in Decca colour TV set and there are 20 prizes for runners up of a £5 Premium Savings Bond.

Biovital crossword competition entry forms are at present being made available to pharmacy assistants by Radiol representatives during their autumn call cycle. Entry forms may also be requested direct from Radiol Chemicals Ltd, Stepfield, Witham, Essex. Closing date for entries is December 31.

on TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

Anadin: All except E

Aquafresh toothpaste: Y, WW, NE

Ayds: M

Brut 33: All except G, E, CI

Close-Up: All areas

Comb-On Mascara: All except E

Crest Toothpaste: Y

Harmony shampoo: All areas

Max Factor "Your plan for beauty" book: All except E

Macleans Freshmint: All except Y, NE

Old Spice: All areas

Pears soap: M, Lc, Sc, WW, NE, We B. G

Powder Twist eye shadow: Ln, So

Sunsilk hairspray: All areas

Sunsilk shampoo: All areas

Three Wishes foam bath: All areas

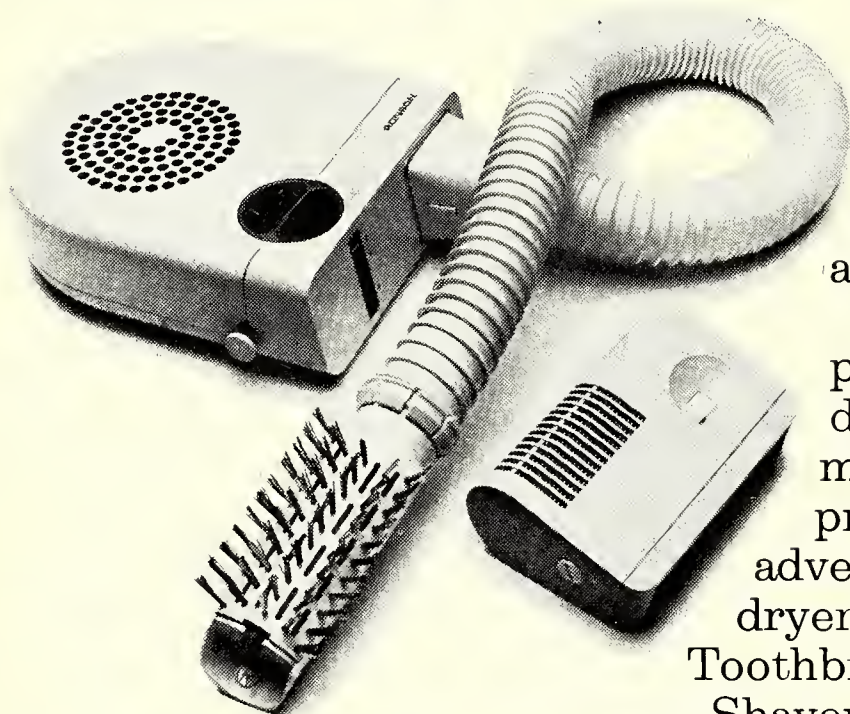
Three Wishes talc: All areas

Vaseline Balanced Care hairspray: All areas

Yardley Sea Jade: All areas



How to make money out of other people's Christmas presents.



Last year, thousands of people gave Ronson products as Christmas presents.

This year, we're trying to persuade thousands more to do the same. The next few months will see some stunning press and TV campaigns, advertising Ronson Hair-dryers, Automatic Toothbrushes and Shavers.

A national TV campaign featuring the Escort 2000 Hairdryer will be screened from November 26th onwards. And colour press ads for the Ronson Rapide, Rio, Family Hairstyler and the Escort 2000 are already appearing in the top women's magazines.

For our Automatic Toothbrushes we're putting large space ads in the national newspapers, as well as full pages in the leading household journals.

Our biggest ever national TV

Shaver campaign will also start on November 26th.

It will feature the new Ronson rechargeable and will show people the advantages of the Ronson foil-head system.

So if you want to make the most out of the season of goodwill, just stock up with lots of Christmas presents.

RONSON



Professional News

Pharmaceutical Society of Ireland

Irish pharmacists to receive medical product information?

A call for Irish pharmacists to be sent information on medical products by the National Drugs Advisory Board was made at the September Council meeting of the Pharmaceutical Society of Ireland.

Mr M. J. Cahill, assistant registrar, reported that he had written to Dr. A. Scott, National Drugs' Advisory Board, in reply to a previous letter. The Society's letter stated that the Council agreed that pharmacists should be made aware of the Board's view on the question of biological availability of certain therapeutic substances. "The members also believe it would be in the interests of the public if the National Drugs Advisory Board were to institute a policy of including pharmacists in its regular mailing lists for the dissemination of information on medicinal products", the letter added.

In reply, Dr Scott wrote stating that the Council's co-operation was appreciated, and the question of regular circulars to pharmacists will be brought to the attention of the Board at its next meeting.

Mr W. J. Butler said that pharmacists might be able to consult with the Board and supply them with information on drug reactions to supplement data from the medical profession. Agreeing, Mr M. F. Walsh said that sometimes pharmacists were aware of matters affecting patients which did not come to the notice of doctors.

Unethical advertising

An appeal to community pharmacists to refrain from unethical advertising was made by the vice-president, Dr W. E. Boles, presiding in the absence of the president, Mr R. J. Semple.

Dr Boles, discussing a comment of the Society's inspector, Mr Patrick Cummins, to the Law Committee, declared that the Council viewed with great disfavour the prevalent spread of unethical advertising. In view of the International Congress of Pharmaceutical Sciences (FIP) in Dublin in 1975, the Society made a special appeal to pharmacists to adhere to the traditional pattern of restrained advertising and to abstain from commercial sensationalism which only helped denigrate the pharmacist's professional work. Any motivation towards commercialism was to be deplored.

Arising out of the Law Committee report, Mr J. E. Burrell said he wished to draw pharmacists' attention to the fact that they would not be covered by professional liability insurance in the event of injury arising out of the dispensing of a

prescription by an unqualified person. Only pharmacists were covered and they should be on their guard to ensure that prescriptions were not dispensed in their absence by Assistants.

Mr M. J. Cahill, reported that he had written to the registrar of the Medical Registration Council, Miss Mary Cagney, enclosing a photo-copy of a prescription for Parazolidine tablets issued by a Dr Eamon S. Fitzgerald, of 49 Eglinton Road, Donnybrook, Dublin. In his letter, Mr Cahill stated: "This name does not appear in the current register of medical practitioners for Ireland. The Society has been asked by pharmacists for guidance on how to deal with prescriptions from Dr Fitzgerald and I should be grateful for your observations".

Miss Cagney replied confirming that the name did not appear on the register, and a pharmacist would not be entitled to dispense on a prescription bearing Mr Fitzgerald's signature.

Mr T. McGuinn suggested that each community pharmacist should be supplied with a copy of the register issued by the Medical Registration Council in order to assist him when asked to dispense an obscure prescription. Mr Cahill explained that the Society was supplied with a copy and pharmacists in doubt could ring headquarters and be informed of the position. Mr M. F. Walsh was of opinion that this service was sufficient for pharmacists.

New Bill's 'wider powers'

Mr Cahill stated that under the existing Dangerous Drugs' Act a pharmacist must satisfy himself that a prescription submitted for dispensing was genuine — otherwise he left himself open to prosecution. Under the Misuse of Drugs' Bill, the implementation of which was awaited, the same onus would apply, while possibly there could be an obligation on the doctor to write a prescription in the official form. In the United Kingdom, if a prescriber failed to comply with Regulations under the Misuse of Drugs' Act, the pharmacist was obliged not to dispense the prescription. "Our new Bill is wider in its context than the existing Dangerous Drugs' Act."

A letter was received from the managing director of Sterling Health Products Ltd, Mr P. A. Carroll, advising the Council of his company's intention to withdraw stocks of their product, Mentacough, containing noscapine BP, from non-pharmacy outlets. "We will effect this withdrawal as speedily as possible and will confine fur-

ther sales of this product to approved pharmacies", the letter added.

It was reported that 137 applications had been received for preliminary registration by students wishing to become Assistants. Mr Cahill said that the maximum number of students which could be accommodated was 60. A total of 60 had already been chosen on points based on academic standards and a small number only one point below that standard had been placed on a waiting list.

Mr M. F. Walsh favoured admitting this small number now even though it would exceed the agreed figure of 60, but Mr Butler, opposing the suggestion, expressed surprise to hear some of the views which had been expressed. Two years ago it had been agreed that the facilities permitted a maximum of 60 and this had been adopted. At present there were nearly 500 registered Assistants and he predicted that there would be 1,000 Assistants in ten years time. The number seeking admission had increased from 117 in 1971 to 137 this year. In five years there could be as many Assistants as pharmacists.

Assistants were conducting pharmacies illegally under the pretext of "temporary absence" and they would do locums and cover shops no matter what the Council said. The Society had been established to produce pharmacists but already Assistants were encroaching on their privileges. He objected to any increase in numbers entering for preliminary registration as there was no knowing where the matter would end.

More Assistants needed?

Mr T. R. Miller said what was needed was more Assistants — not less. At present pharmacists throughout the country were at full stretch to cope with demands and they needed Assistants to help them fulfil their obligations to the public and carry out the necessary pharmaceutical services. They should treat Assistants with the respect they deserved while making it clear that they were not pharmacists. He sincerely hoped nothing would be done to prevent pharmacists having the required number of Assistants.

Mr Walsh suggested that a survey should be conducted on the needs of pharmacists in that respect and the Council agreed. In the meantime the limit of 60 would be maintained.

Mr S. Hillery reported that everything had now been arranged for the holding of Pharmacy Congress at Shannon. Aer Lingus had indicated that they would be prepared to fly those wishing to attend from Dublin and there would be no shortage of coaches from the airport to the hotels. The organisers had arranged for two open forums in the programme to facilitate discussions on topical subjects. In addition to the Shannon Airport hotel arrangements had been made to accommodate visitors in the Clare Inn hotel about five miles away and they had received a guarantee that there would be ample coaches to take guests back to that hotel after the events of each night had concluded.

Reporting on a meeting of Council representatives with the *Tánaiste* and Minister for Health, Mr Corish, in July, Mr Cahill said the cordial discussions

continued p472

continued from p471

covered a wide range of topics relevant to current problems in pharmacy. Dr Boles said that the *Tánaiste* had indicated his deep interest in pharmaceutical problems.

Mr Shannon, chairman, Post Graduate Education Committee, reported that they proposed to run a course on pharmacy management during the winter. The lectures would deal with professional aspects of conducting a pharmacy along ethical lines. The course, three sessions per month over a five-months period, would commence in the eastern health region and eventually take in all regions.

Mr Cahill reported on the FIP Congress in Stockholm and said they had obtained valuable information on the running of the event which would be of help in organising the event in Dublin in 1975. Mr J. P. O'Donnell, Ireland's representative on the FIP Council, and Mr Robert Manson, a professional Conference organiser, and he had attended. He took away the impression that organising the Congress in Dublin would be a very big undertaking — 1,600 pharmacists had participated at Stockholm.

Mr Walsh wondered if they should hold the Society's centenary celebrations simultaneously or separately in 1975. It was decided to call a meeting of the organising committee in the near future.

The proprietors of the *Irish Pharmacy Journal* wrote intimating that in view of increased costs and overheads the annual subscription of the journal would be increased for members to £2.50.

The next monthly meeting of Council was fixed for October 16.

Register changes

The following changes of address were noted: Mrs Mary T. Farrelly, MPSI, to 85 Chord Road, Drogheda; Mrs Mary P. O'Connell, MPSI, to 33 Whitebeam Road, Clonskeagh, Dublin 14; Mrs Una Ryan, MPSI, to 17 Biscayne, Malahide, co Dublin; Mr M. H. Harnett, MPSI, to c/o 40 Oxford Street, London W1A 3BB; Mr Thomas F. Hassett, MPSI, to An Cuan, Belvedere Road, Wexford; Mr Michael F. Mockler, MPSI, to 4 Upper George's Street, Dun Laoghaire, co Dublin; Dr T. K. O'Leary, MPSI, to 13 Tipton Road, Sedgely, Dudley, Worcs, England; Mrs M. D. Collins, (nee Ward), assistant to "Norwood", Bernadette Place, Western Road, Cork.

Hoosen C. Bayat, Maureen Cahill, Michael E. Fogarty, Andrew R. French and James Sheil were elected members. The licence certificates of Ann Olivia Hillery and Michael M. B. Mahony were signed and sealed. Mrs Bridget Christina Buckley (nee Gorman) MPSI, Ladyswell, Cashel, co Tipperary, and Mrs T. Liffey (nee Kenna), LPSI, Ardron, Hillside, Birr, co Offaly, were restored to the Register and Eric Magrath, LPSI, 119 Wainsfort Road, Terenure, Dublin 6, was nominated for Membership.

Mrs Mary P. O'Connell (nee Broe), MPSI, Mrs Mary D. Collins (nee Ward) Assistant, Mrs H. F. Nolan (nee O'Dwyer) Assistant and Mrs Dolores Carr (nee Sweeney) Assistant, were granted change of names in the Registers. Mr Cahill reported the deaths of Eileen Nora Coen (nee McInerney), MPSI, Assistant, and Johanna Murphey, LPSI, Assistant.

Pharmaceutical Society of Northern Ireland

'Chemist' title and corporate bodies — power with Ministry

The use of the word "chemist" in the title of a body corporate has been considered by the solicitor to the Pharmaceutical Society of Northern Ireland. At the September Council meeting the president reported the solicitor's view the Pharmacy Acts in Northern Ireland did not prohibit such a use of the word, but he felt the Ministry of Commerce might consider it a proper exercise of its powers under Section 17 of the 1960 Companies Act to refuse to approve the name of a company incorporating the word "chemist" alone. The solicitor thought it would be competent for the Society, should it so wish, in response to an inquiry from the Registrar of Companies, to suggest that the Ministry should exercise its powers accordingly. It was agreed that the matter be referred to the Law Committee.

The reports from the Finance, Education and General Purposes Committees were adopted. Arising out of the Education Committee's report the president said that the head of the department concerned at the Belfast College of Technology with ONC courses was anxious to discuss the training of pharmacy technicians with representatives of the Council and a meeting would shortly be arranged.

Member co-opted

It was agreed to co-opt Mr R. G. Dillon to the Council of the Society as a pharmaceutical chemist representative. The president said Mr McIntyre and Mr Thornton, who retired this year, had not offered themselves for re-election. Only one new candidate, Mr J. A. Brown, had been proposed and seconded and the Council was required at that meeting to fill the one vacant seat remaining.

The honorary treasurer's report showed that expenditure at £15,737 exceeded income by £1,205. Most of the deficit was due to a substantial increase in travelling expenses incurred in attending EEC meetings. The amounts received by way of retention and licence fees had fallen as had those for registration. Most of the items on the expenditure side had, however, increased. The deficit had been anticipated and the increase in the amount of the retention fee would ensure a surplus next year.

Professor P. F. D'Arcy reported on the FIP conference in Stockholm. Over 2,300 delegates from 90 different countries had attended, and at the inaugural symposium of the academic section he had the honour to present a 25 minute paper on "Pharmaceutical Education in the British Isles". At the business meeting he had been re-elected general secretary of the section for a further two years and charged with the responsibility for organising the section's contribution to the 1974 Congress in Rome and the 1975 Congress in Dublin. The

president commented that the Northern Ireland Society was fortunate to have a representative of Professor D'Arcy's ability.

Mr Kerr presented a report of a committee appointed to consider general practice pharmacy and the restructured health service. It was agreed to write to the Ministry of Health about some of the proposals contained in the report.

The president said the meeting of the British Pharmaceutical Conference in London had been most successful and many interesting papers were delivered. Miss Thompson who held the T. Harper Foundation and Mrs Scott, a research student in the Department of Pharmacy, the Queen's University of Belfast, had contributed papers which were well received.

A letter from the Ministry of Health and Social Services was read stating that the Ministry's proposal to issue steroid treatment cards in Northern Ireland had run into unforeseen difficulties and it was not likely that any progress in the matter would be made in the near future. The president reminded members that the Council had, in May last, given their approval to the Ministry's proposal that the cards should be issued by general medical practitioners.

The president reported that Mr D. F. McCafferty, BSc, who had been provisionally awarded the C. W. Young Scholarship, had been granted a postgraduate studentship by the Ministry of Education and was therefore declining the scholarship. Professor D'Arcy said the studentship was much more valuable and he wondered if the Council should not give some thought to amending the terms of the trust deed controlling the scholarship. The secretary said the terms of the trust deed could be amended by a resolution of the Council; an amendment was made about two years ago. It was agreed to refer the matter to the Education Committee. A list of prizewinners recommended by the Department of Pharmacy, the Queen's University of Belfast was approved and it was agreed to hold the prizegiving ceremony in the Society's hall on October 17.

T. A. Gray elected president

Nomination of the following officers and committees for 1973-74 was approved:— President, Mr T. A. Gray; vice-president, Mrs C. B. A. Watson; honorary treasurer, Mr T. G. Eakin.

Committees: *Education*: Mr Moore (chairman), Mrs O'Rourke, Dr Bacon. Professor D'Arcy and Messrs Chambers, Crawford, Kerr, McIlhagger

Ethical: Mr Crawford (chairman), and Messrs Adair, Dillon, Chambers, Coll, Magee, Moore and O'Rourke

concluded on p 475

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British National Formulary 1974-76

Reviewed by J. W. Hadgraft, FPS, FRIC.

This is the tenth edition of the BNF and, perhaps, an appropriate time to review not only this edition but its use in hospital and general practice prescribing. Contrary to a widely held view, the BNF is not published by the Department of Health and Social Security. It is an independent publication published jointly by the Pharmaceutical Society and British Medical Association. It is prepared by an editorial committee working under the Joint Formulary Committee on which the two professional organisations are represented together with a representative of the Department of Health which distributes the BNF, free of charge to doctors and pharmacists working in the Health Service.

These arrangements may well be subject to review under the Medicines Act which places the responsibility for publishing official compendia on drugs and medicines on the Department. It is to be hoped that whatever arrangements are made for the revision of the BNF in the future, the independence of its editorial policy will be preserved.

To cope with most situations

Starting as a convenient book of standard formulae for extemporaneously dispensed medicines, the BNF has now developed into a publication which attempts, according to its preface, "to offer the doctor, whether in hospital or general practice, a selection of drugs that will cope with practically every illness he is likely to meet that can be dealt with by drugs". It is against this claim that it should be judged and its users should not expect to find in it information on all the different medicines available for a particular purpose. Inevitably, a selection has to be made and generally speaking, the policy has been to stick to well-tried medicines on which a reasoned opinion can be expressed.

There is no doubt that much good would be achieved if doctors made a readier use of the BNF and it is of particular importance, in relation to the reorganisation of the health services in 1974, that doctors and pharmacists in hospitals should be working to the same Formulary as their colleagues in general practice.

In this new edition, only few changes have been made in the general layout and format of the book. The notes on prescribing include new conversion tables for changing from stones to kilograms to assist in calculating doses on a bodyweight basis. There is also a conversion table relating °C to °F. The section on prescribing Dangerous Drugs and Schedule IV poisons has been revised in the light of the Misuse of Drugs Regulations 1973 and controlled drugs are indicated in the Formulary by the symbol CD.

The section on adverse reactions to

drugs has been reduced to deal only with general principles whilst the reactions to individual drugs are discussed in the appropriate places in the notes on drugs. As well as dealing with adverse reactions, this section has been expanded to include an outline of the causes of drug interactions and a discussion of their prevention.

The "classified notes for prescribers" have now been more appropriately retitled "notes on drugs". The arrangement of the notes is again based on therapeutic classification in which some changes have been made. Neuromuscular blocking drugs have been deleted as it was thought that these had only a specialist use which could not appropriately be covered in the BNF which is intended primarily for routine prescribing.

Malignant disease now forms a separate heading in the pharmacological classification and brings together information on the use of sex hormones in the treatment of malignant disease as well as the cytotoxic drugs and immunosuppressive agents.

The decision to delete sequential preparations from the list of oral contraceptives reflects the extent to which they are used by comparison with the combined preparations.

Minor changes have been made in the classification of antibacterial preparations and the indications for the prophylactic use of antibiotics have been extended to include pre-operative use where the site is already infected by an organism of known sensitivity.

In common with the practice of the British Pharmacopoeia and British Pharmaceutical Codex, the strengths of electrolytes in intravenous fluids and body fluids are expressed in millimoles instead of milliequivalents per litre. The relationship between the two units is explained.

A new section has been added dealing with the addition of medication to intravenous fluids and tables have been included indicating the stability of antibiotics in such solutions and drug incompatibilities which may occur if more than one preparation is added to an intravenous infusion. It should be noted that this section is not intended to provide comprehensive information on this complex subject but rather to warn against the dangers which may arise and give general guidelines. A further useful table giving the comparable compositions of the commercially available fluids for parenteral nutrition has been included.

The drugs and preparations added or deleted can be readily identified by reference to the lists given in the first appendix. Other appendices follow the pattern of previous editions and deal with proprietary preparations, approved names and Dental Practitioners Formulary.

In conclusion, it must be said that the BNF results from active co-operation between the pharmaceutical and medical professions. One hopes that the outcome of such co-operation is a happy one even if it is subject to the imperfections which result from any human labour.

Perhaps you will permit your reviewer to abuse his position by ending on a personal note. It is probable that this will be the last edition with which Mr A. D. Thornton Jones will be concerned in a secretarial capacity. Now that this edition has appeared, he will be retiring from active participation in the BNF. For many years, his untiring work went unnoticed since his name never even appeared in the final volume. He has been concerned with the BNF for many years and it is appropriate that this review should acknowledge the tremendous contribution he has made.

British National Formulary 1974-76. British Medical Association, Tavistock Square, London WC1H 9JP and The Pharmaceutical Press, 17 Bloomsbury Square, London WC1A 2NN. 6½ x 4½ in. Pp 398. £0.95.

NI Council Committees

Concluded from p 472

Finance: Mr Boyle (chairman), and Messrs Adair, Brown, Dennison, Eakin, Magee, Paul and Pollock.

House: Mrs O'Rourke (chairman), Dr Bacon and Messrs Brown, Eakin, McIlhagger and Pollock

Law: Mr Coll (chairman), Professor D'Arcy and Messrs Brown, Crawford, Dillon, Eakin, Hunter and Kerr

Public Relations: Mr Chambers (chairman), Professor D'Arcy and Messrs Boyle, Dennison, Hunter, O'Rourke and Paul.

EEC: Mr Kerr (chairman), Mrs O'Rourke and Messrs Hunter, McIlhagger, O'Rourke and Professor D'Arcy

General purposes: Mrs O'Rourke and Messrs Boyle, Chambers, Coll, Crawford, Kerr, Moore and O'Rourke.

The president and vice-president are ex-officio members of all the Committee.

Applications were granted for the restoration of the following two names to the Register of Pharmaceutical Chemists for Northern Ireland:— David Hugh Coffey, 22 Monaville Avenue, Antrim Road, Lisburn, co Antrim; Henry O'Doherty, 378 Lisnafin Park, Strabane, co Tyrone.

Pharmaceutical education: a time of world-wide change

The International Pharmaceutical Federation is providing leadership in pharmaceutical education, and its meetings are the forum for the interchange and ideas for training pharmacists, according to Professor J. M. Rowson, University of Bradford.

Opening the FIP symposium session on pharmaceutical education in Stockholm last month, Professor Rowson, president of the academic section, stated that the aim of the section was "to study questions relating to pharmaceutical education, teaching and organisation; this may result in their gradual harmonisation".

North American education was described by Professor V. E. Tyler, dean of pharmacy, Purdue University, West Lafayette, Indiana, USA. There are 74 colleges of pharmacy in the United States and since 1960, the student follows a mandatory five-year course after completing 12 years of primary and secondary education. Some courses offer two years of pre-pharmacy instruction and three of professional work, others offer one year of pre-pharmacy and four of professional studies, still others only professional studies for five years.

Requisite postgraduate practical experience depends upon the state in which the student wishes to become registered and varies from none to one year. The National Association of Boards of Pharmacy currently requires nine months of practical experience of which at least three months must be postgraduate, but there is a growing trend in the colleges towards a structured, supervised externship as an integral part of the fifth-year academic curriculum.

In Canada there are six colleges of pharmacy which follow a similar pattern; the courses are four years in duration and there is no division into pre-pharmacy and professional years. Practical experience of up to four months after graduation is required for licensure.

Clinical pharmacy

The major change in course content is the development of clinical pharmacy — "pharmacy practice which is patient oriented" — and evolving along two separate paths. One role, to be practised in the large teaching hospitals, is as an unbiased, highly qualified source of drug information to other members of the health professions. The second role, to be practised in the pharmacies of smaller and less urban communities, is to advise on all drugs whether prescribed or self-selected, to maintain and utilise the patient's drug records and also to act as a medical screening agent.

Professor P. F. D'Arcy, Queen's University, Belfast, Northern Ireland, described the education in the British Isles. There are

17 schools of pharmacy in the United Kingdom, he said, eleven of which are in universities and six are in Polytechnics or equivalent. Students have generally completed about 12 years of primary and secondary education and have passed the General Certificate of Education at Advanced Level in three science subjects. The course, generally is three years, but four years in Scotland, where there is a different entrance requirement.

The subjects studied are pharmaceuticals, pharmacology, pharmaceutical chemistry and pharmacognosy. Postgraduate experience of one year is required by the Pharmaceutical Society of Great Britain before registration as a pharmacist. Reciprocal registration exists between Great Britain and Northern Ireland.

There is one school of pharmacy in Dublin in the Republic of Ireland. Its graduates, after practical training, are registered by the Pharmaceutical Society of Ireland and there is no reciprocal registration in the UK.

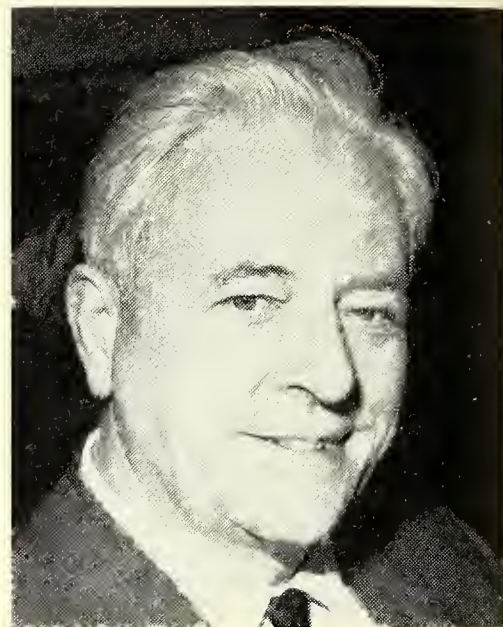
The Netherlands

In Holland the number of students of pharmacy is increasing said Professor J. Polderman, University of Leiden, Netherlands. Most students complete their studies in 5-6 years at the university, followed by one year of practical applications, mainly at the university. A new law will reduce all university studies to four years only, followed by the extra year for "Academic Professional Education". The Dutch Pharmaceutical Society will require one extra year of practical experience in a private pharmacy, a hospital pharmacy or in pharmaceutical industry before the diploma is fully recognised in that one branch of the profession, a further probation will be required if there is a wish to change to another branch.

The candidate in pharmacy spends about two years in basic studies, for the Doctorandus in pharmacy followed by about a year of compulsory studies and one year of electives. The further year of applications in pharmacy leads to the qualification of pharmacist. Stress is laid on integration of studies and the electives enable the students to make their own programme for one year. With the new law the year of electives will need to be reduced.

In Belgium the total course is of 5 years, continued Professor Polderman, including a minimum of six months in a pharmacy. The basic studies extend over 2 years only and there are no electives in the professional studies. In the final year a series of courses related to pharmaceutical practice is followed by the semester of probation in a pharmacy chosen by the student.

At present the diplomas in Holland and



Professor J. M. Rowson

Belgium are not reciprocally recognised and this lacks justification, he commented. The programmes differ because of the ways in which pharmacy is practised in the two countries, but one can be in favour of harmonisation of pharmaceutical education without having identity of curricula. Luxembourg has no school of pharmacy, her students can select any country in the Western area and, having graduated, must only meet some local requirements.

The French system

Professor R. Marignan and Dean M. Boucard, University of Montpellier, France, described pharmacy education in France. The law of 1962 governs pharmaceutical studies, modified in 1968 concerning the final year. The course leading to the diploma of pharmacist is 5 years — the first year preliminary studies followed by three years of broad pharmaceutical studies and a final year of specialisation. The specialised year can be either professional aspects or further postgraduate studies in biological analysis or industrial pharmacy. During the course, the student must complete six months of apprenticeship which may be taken in two parts, but one part must be in retail pharmacy.

Proposals for the modification of the present courses are expected to be introduced next year. The course will be of five years, the first two forming the first cycle of basic studies and the rest as the second cycle. The teaching of the different disciplines will be in "modules" independent of each other. Some of these will be obligatory and represent 80 per cent of

continued on p 478

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Education in other countries

continued from p 476

total volume of teaching. The remaining 20 per cent will be optional and comprise either new disciplines or studies in greater depth of a group of the obligatory modules. A practical training of 6 months will be obligatory, and part must be in hospital pharmacy.

During the second cycle of studies the student must undertake applied practical training of at least two months either in a retail pharmacy, biological analysis laboratory, the pharmaceutical or food or cosmetic industry, or the health and environment service. A thesis on general practice must also be prepared. The proposals are in agreement with the directives of the European Economic Community.

Some 2,700 new pharmacies receive their diploma in France each year. All schools of pharmacy are open to every student possessing a baccalaureat in any grouping of subjects and there is a problem of over-production of pharmacists.

Scandinavia

Pharmaceutical Education in Scandinavia, was explained by Professor H. Kofod, Rector, Royal Danish School of Pharmacy, Copenhagen, Denmark. There is one school of pharmacy in each of four Nordic countries, Uppsala, Sweden; Oslo, Norway; Copenhagen, Denmark; and, up to intermediate studies only, Reykjavik, Iceland, the studies being completed in Denmark. In Finland the main school of pharmacy is in Helsinki but studies are also undertaken in Abo and Kuopio.

In Sweden the 4-year course commences with 5 semesters of basic sciences and an intermediate examination. Three semesters of professional studies follow, either in the "apoteker"-line for general practice including half a semester of practical training, or in the "farmaciemagister"-line for industrial pharmacists. The latter is to be revised in 1974. In Swedish education only one subject is studied at a time in an intensive fashion.

The 5-year course in Norway devotes 8 semesters to fundamental studies and some pharmaceutical science, including two half-semesters spent in retail pharmacies in Oslo. The final year is a specialisation in a selected main subject.

August 1973 saw a revised undergraduate curriculum in Finland of 5-years duration, continued Professor Kofod. Six semesters are common in fundamental and pharmaceutical sciences and include, in the third semester, three months of practical experience in the university pharmacy or in one of its 16 affiliations. During the last four semesters two major subjects are selected, one being studied to a higher level. A period of three months must also be spent in retail or hospital pharmacy.

The Danish course extends over 5 years. The first month spent in the school of pharmacy is followed by 15 months in retail or hospital pharmacy with a programme closely supervised by the school. A semester in the school is followed by part 1 examination. The next five semesters are of professional studies and Icelandic and other Nordic students join the course. A revised programme was planned for 1974 — deferred for financial reasons — which would reduce practical training to one year and introduce specialised optional studies in the final year using a module system.

Iceland has a two-year system of basic sciences with some pharmaceuticals. Two summer vacations are spent in retail pharmacies. Most Icelandic students then complete their professional studies in Denmark. Pharmacists from one Nordic country may obtain employment in another after a supplementary course in the national drug legislation.

Eastern European courses

Dean G. Szasz and Dr K. Zalai, Semmelweis Medical University, Budapest, Hungary, described the system used in Hungary. The course is of four-and-a-half years, fundamental sciences being studied in years one and two followed by pharmaceutical studies. Four weeks of practical training are undertaken after first and third years of studies and 24 weeks follow final examinations, of which half must be spent in public dispensing pharmacies. About 3,600 hours are devoted to university studies.

In Czechoslovakia the course is of 5 years with 4,700 hours of studies and three four-week periods of practical experience. The course of studies in the German Democratic Republic is four years with 4,100 hours and five-week periods of practical training during the first and fourth years. Poland has a five year course of 5,435 hours of studies, 4 weeks of practical experience after the fourth year and one semester during the fifth year. In Rumania the five year course is of 4,260 hours with four weeks of practical experience after each of the first four years, and 21 weeks during the fifth year.

Present trends include specialised post-graduate training, a few years after graduation, to become "pharmacy specialists" in six branches of pharmacy. Undergraduate teaching stresses the unitary nature of pharmacy and seeks a professional synthesis of the individual disciplines.

Cairo is the oldest of the four schools of pharmacy in Egypt said Professor M. Darwish Sayed, Dean of Pharmacy, Cairo, Egypt. A four-year course of professional studies follows a first year of preliminary scientific training there he said. The Beirut (Lebanon) school follows the American system but the other schools, two each in Iraq and Syria follow the Cairo system. Studies extend over 28 hours per week, for 25-30 weeks annually divided into two semesters. The graduate can work in any branch of pharmacy in each of the four countries and the Sudan.

Post graduate diplomas of specialisation by advanced studies in some seven different fields of pharmaceutical work and condensed advanced courses of studies on special topics are also available, he added. In Egypt 1,200 students, graduate a year.



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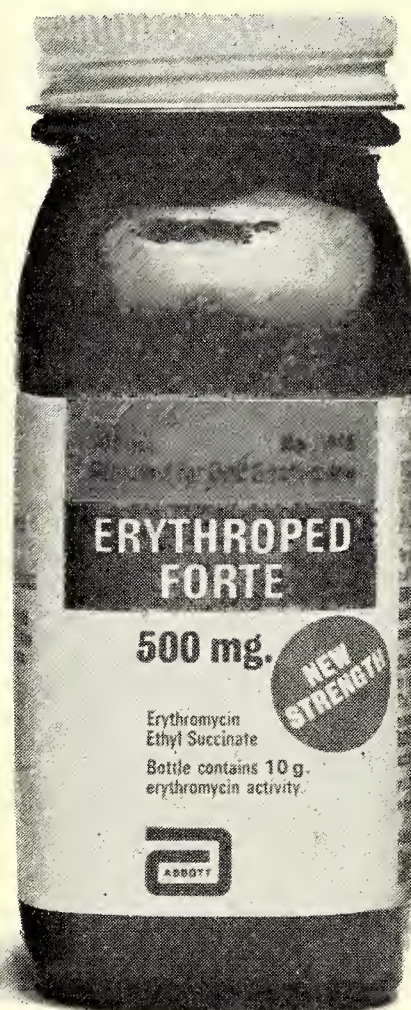
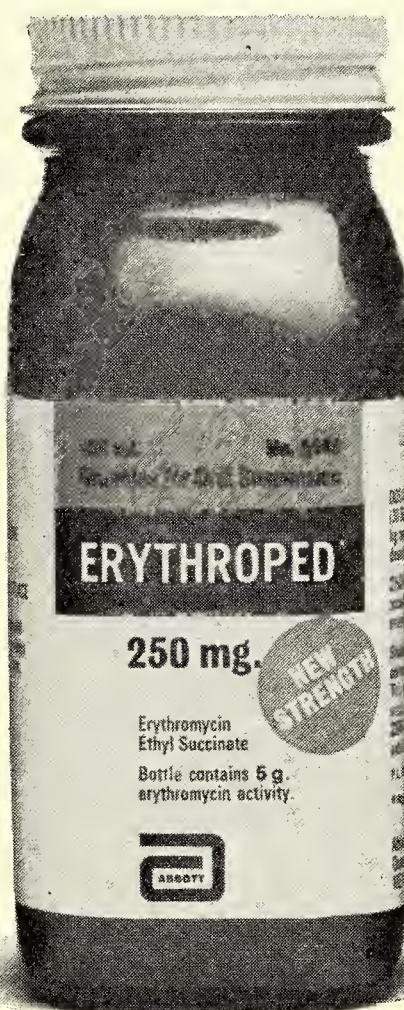
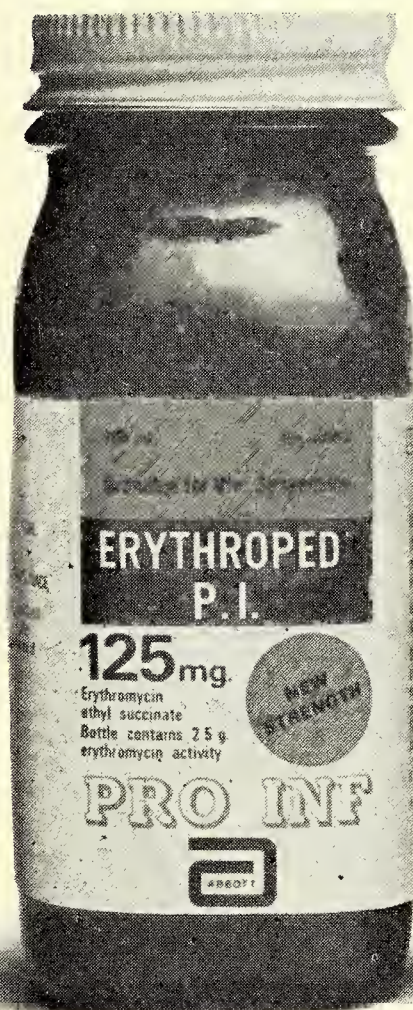
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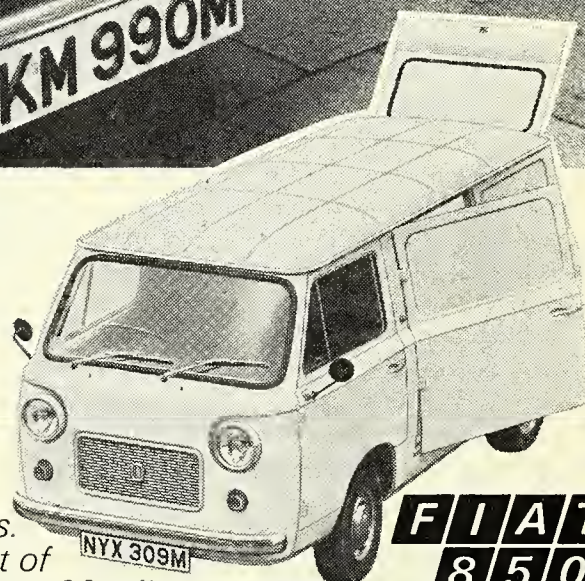


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Country Counter

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Dispensing doctor discounts— we're all losers

The problem of rural dispensing goes on and on with little sign of improvement. Indeed in many areas the situation becomes worse. One wonders whether anyone really cares about these areas: areas of low population (and so far as our G.P.s are concerned, of low voting power).

The decision of the National Association of Pharmaceutical Distributors to encourage its members to offer full discounts to dispensing doctors has put another nail in a rural pharmacy's coffin. There are over the country many small pharmacies which supplied their local doctors with drugs at 10 per cent off retail, giving themselves a reasonable profit. The situation suited everyone well: the doctors because they got their drugs at a few minutes notice, the pharmacists by being able to remain profitably in business (despite the one mile limit) and the wholesalers, they too gained or they had only one drop to make.

Shortsighted

The NAPD claim that discounts were gradually increasing from 20 per cent and that they had to give 33 per cent to compete. To me this seems a particularly pitiless and shortsighted reason. Surely if they felt manufacturers' conditions of sale (which in most cases state 20 per cent to doctors) were being breached then they should have fought for action to enforce the conditions. In our area at least, NAPD members have lost much business through their action, for the doctors are going mainly to large specialised doctor-supplying organisations for their drugs and those pharmacists who are still supplying doctors are having to combine in buying groups to direct terms.

Having argued at length for those pharmacists who supply dispensing doctors, I still of course feel that the ultimate aim is to do away with dispensing doctors. One argument so often put forward against the rural pharmacy is that it would be inconvenient for the patient to get his medicines from the pharmacy in rural areas, but those of us working in these areas know this argument to be so much nonsense. Invariably the pharmacy and surgery are in close proximity and the patients who have to come in to surgery could just as easily collect their medicines from the pharmacy.

From my experience the amount of medicine actually delivered to the patient's home by the doctors is pretty small, the usual course is for the doctor after a visit to say "get someone to drop into the surgery tonight, there will be some tablets left out for you." The patient no doubt would get her medicine quicker had the doctor given a prescription which could have been taken at once to the pharmacy without waiting for the doctor's round to

finish. Of course there are occasions when the doctor leaves an initial supply of medicine with the patient, but this applies in the cities as well. I am quite prepared (if I were responsible for all dispensing) to see that medicines were delivered where the patient unable to get in, whether the patient lived within the mile limit or not. Indeed we do now deliver to those that need it often taking oxygen many miles to an outlying farm where the patients normally are on the doctor's dispensing list.

Of course the big problem as with so much else is money. For a doctor with say 2,000 dispensing patients on his list the profits are large. He spends perhaps £600 a month on drugs and this means at present rates £300 profit (though presumably only £200 when the Ministry take note of his reduced cost of drugs). Out of this he has to pay no rent or rates etc (they are re-imbursed by the Executive Council) and since 75 per cent of the cost of his ancillary help is met by the Executive Council, he himself will only have to pay say £20 a month in wages. As a result the doctor is making at least £40 a month clear on his dispensing, and in addition he is earning for himself a higher pension. I believe many doctors do not themselves agree with doctor dispensing but cannot afford to give up the income it provides. I think the doctors themselves (and the MPs) are aware of the very sound reason why prescribing and dispensing should not be done by the same person and of the need to ensure that everyone has access to a pharmaceutical service.

Settlement

So what can we do? We seem to be involved in an endless game of awaiting further developments, but waiting is clearly not in our interests and our negotiators must make it quite clear to the Department that we cannot wait for ever. Clearly having a stand-up fight with the doctors is not really going to do either the profession much good (doing your dirty washing in public is a pretty risky weapon to use, especially in a village community). It seems to me that we are going to have to settle for a little time. I suggest pressing now for:

- ☐ No new dispensing doctors.
- ☐ No new patients moving in to an area with two miles of pharmacy being registered with a doctor as a dispensing patient.
- ☐ If the doctor's surgery is in close proximity to a pharmacy all patients under fifty living under 1½ miles from the pharmacy to be transferred to the prescribing list.

If these suggestions were acted on then we should in the foreseeable future overcome the problem without immediately affecting the doctors financially to any appreciable extent.

Coming events

Monday, October 8

Finchley Branch, Pharmaceutical Society, postgraduate medical centre, Barnet General Hospital, at 7.45 pm. Buffet; film and Mr K. A. Lees (Glaxo Laboratories Ltd) on "Topical steroids in dermatology".

Harrow Branch, Pharmaceutical Society, Clinical lecture theatre, Northwick Park Hospital, Watford Road, Harrow, at 7.40 pm. Dr F. Fish (University of Strathclyde) on "Science in crime detection".

Leicester and Leicestershire Branch, Pharmaceutical Society, School of pharmacy, City of Leicester polytechnic. Mr H. Howlett on "Structure of physiology of the skin".

Southampton Branch, Pharmaceutical Society, Postgraduate centre, Southampton General Hospital. Chairman's evening. Mr K. Lamont on "Therapeutic applications of acupuncture".

Tuesday, October 9

Chester Branch, Pharmaceutical Society, West Cheshire Hospital, Chester, at 7.30 pm. Business meeting.

Colchester Branch, Pharmaceutical Society, Postgraduate Medical Centre, Colchester. Mr J. Dale (chief inspector, Pharmaceutical Society) on "New and proposed legislation".

Croydon Branch, Galen Group, Friend's Meeting House, Park Lane, Croydon, at 8 pm. Miss B. M. Cooper on "Creative embroidery of today".

Lanarkshire Branch, Pharmaceutical Society, Nurses' recreation hall, Strathclyde Hospital, Motherwell, at 7.30 pm. Chairman's reception.

Oxfordshire Branch, Pharmaceutical Society, Red Lion, Kidlington, at 8 pm. Open forum on "Voluntary trading organisations".

Preston Branch, Pharmaceutical Society, Tickled Trout restaurant, Samlesbury, at 8 pm. Mr C. C. B. Stevens (Vice-president, Pharmaceutical Society) on "Professional liability and negligence".

Society of Cosmetic Chemists of Great Britain, Adelphi Suite, Waldorf Hotel, Aldwych, London WC2, at 7 pm. Twenty-fifth anniversary dinner.

Wednesday, October 10

Biological Methods Group, Society for Analytical Chemistry and Analytical Division, Chemical Society, Society's House, 17 Bloomsbury Square, London WC1, at 2.30 pm. Speakers: H. S. Bean, D. F. Spooner and W. H. Stephenson, on "Microbial attributes of non-sterile pharmaceuticals and cosmetics".

East Anglia Region, Society for Analytical Chemistry and Analytical Division, Chemical Society, Hatfield Polytechnic, at 3 pm. Annual meeting. Mr A. G. Fishburn on "Inspection and sampling under the Medicines Act".

West Metropolitan Branch, Pharmaceutical Society, Society's House, 17 Bloomsbury Square, London WC1, at 8 pm. Wine and cheese party.

Thursday, October 11

Cardiff Branch, Pharmaceutical Society, Park Hotel, Cardiff, at 8 pm. Annual meeting.

Harrogate Branch, Pharmaceutical Society, Smith's Arms, Bechwithshaw, at 7.30 pm. Buffet supper and talk by Mr A. Nyoka (curator, Knaresborough Zoo).

Lancaster, Morcambe, and Westmorland, Pharmaceutical Society, Postgraduate medical centre, Lancaster, at 8 pm. Dr R. H. Seville (Consultant Dermatologist) on "The pharmaceutical aspects of the treatment of psoriasis in general practice".

Stirling and Central Scottish Branch, Pharmaceutical Society, Golden Lion Hotel, Stirling, at 8 pm. Open forum on "Anxiety and depression".

Swindon Branch, Pharmaceutical Society, Blunsdon House Hotel, Blunsdon, at 8 pm. Dr Purser on "The flying doctor service".

Saturday, October 13

Conference of Scottish Pharmacists, Turnberry Hotel, Ayrshire, on "The effects of implementing the Medicines Act and the Misuse of Drugs Act". Until October 14.

ADVANCE INFORMATION

Sherwood Region, Pharmaceutical Society, Sheffield University, arts block, Sunday, November 18. One day conference on "The effects on pharmacy practice of the Medicines Act and the reorganisation of the Health Service".

What to recommend in place of pHisoHex: New Formula pHisoHex



As you know, there are now restrictions on the limits of hexachlorophane in medicines, and as a result, we have had to recall stocks of 3% pHisoHex.

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WINTHROP

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Company News

Richardson-Merrell's continuous growth

Richardson-Merrell Inc who recently applied to deal in the shares on the London Stock Exchange (last week p 437) received that permission in respect of the 2,271,996 shares of the company's common stock of \$1.25 par value on September 26.

Speaking in London after the announcement, Mr H. Robert Marschalk, president of Richardson-Merrell said that the recently released results for the year ended June 30 showed sales of \$505 m which was a 13.2 per cent increase on the previous year and the 25th year of consecutive sales increases. International sales outside the USA were \$227 m or 45 per cent of their total corporate sales.

"The listing of the company's common stock in London was seen as a reflection of the growing international scope of Richardson-Merrell's operations," Mr Marschalk said. "We hope that it will provide European investors, who are important users of our products, with a better awareness of our company and the opportunity to participate in its future growth." He also thought that to make it easier for customers to buy shares was a counter to the growing demand for nationalisation of the industry — a tendency which he deprecated.

Sales by the company's EEC subsidiaries amounted to \$116.6 m in the last financial year—about 21 per cent of the group's total. Ten years ago the value was \$11.9 m.

The group's sales of proprietary drugs and toiletries accounted for \$274.45 m; "ethical" pharmaceuticals, \$166.57 m; chemicals \$37.25 m; veterinary products \$11.13 m and plastic packaging \$11.13 m.

Expenditure on research was \$23.6 m and this was expected to rise to \$29 m in the current year, said Mr Marschalk. Asked about new products expected to come to the markets soon he mentioned Vick Formula 44-D (in U.S.); Pexid (central America etc); Vicks Ora-cin lozenges (U.S.) and canine hookworm vaccine (U.S.).

Glaxo marketing changes: Two new divisions

Two marketing divisions, one concentrating exclusively on pharmaceuticals and the other on food products, have been formed by Glaxo Laboratories Ltd as part of a major reorganisation of the marketing function.

The changes also involve the wholly-owned subsidiary, Farley's Infant Food Ltd, Plymouth, and are effective from October 8.

From that date the foods interests of Glaxo and Farley will be merged into a

new division called Glaxo-Farley Foods which will have its offices at Torr Lane, Plymouth, PL3 5UA.

The pharmaceuticals division will have its offices at Greenford and will market all the company's pharmaceuticals, excluding the Adexolin products.

RIBA award presented at PD & Co ceremony

A plaque to commemorate the winning of the Royal Institute of British Architects award for Wales 1973 by Parke, Davis & Co for their UK headquarters see *C&D*, July 7, p 7) was presented on September 28 at the Pontypool Works, Mon.

Receiving the award from the hands of Miss C. M. MacIntosh, an Institute vice-president, Mr D. R. Ross, general manager, recalled the enormous amount of work that had gone into the planning of the move from Hounslow and how "two or three days a week a number of us used to meet at 4.30 p.m. and work often until 9 p.m." He believed it to be the biggest industrial move undertaken in the country. Other firms had moved part of their operation but he was proud they had moved totally. He acknowledged that they had set the architects a tight schedule which had been referred to earlier by a member of the architects concerned, Percy Thomas Partnership. That was to complete the design and build in 30 months and also that production in part could start up in 24 months.

In making the award—one of only seven made this year, the assessors stated that PD & Co's headquarters was "an example of architects producing a good environment for good management to exploit".

Guests invited to the ceremony were later shown over the 6-acre building hous-

ing the production and packaging of pharmaceutical specialities.

The manufacture of empty gelatin capsules was seen in another building and the elaborate visual inspection of all the capsules produced.

Guests were told that 45 per cent of production at Pontypool was exported, and that of the 35 acres acquired by Parke, Davis 17 acres were in use for buildings and road works.

Nicholas International sales up 20 per cent

Sales of Nicholas International Ltd at \$A71.03m for the year ended June 30 exceeded the previous year by 15.2 per cent. Sales expressed in local currencies increased to the order of 20 per cent.

Earnings at \$4.29m represent an increase of 7.9 per cent. Earnings would have been higher but for a first time contribution to the staff profit sharing fund reducing the net earning by \$200,000 and the effect of exchange rate movements further reducing net earnings by approximately \$250,000, states the chairman.

During the year some of the major properties of the group have been revalued resulting in a surplus of just over \$8m. In consequence, together with retained earnings, the asset backing for the shares jumps from 29 cents to 49 cents per share.

Despite the September revaluation of the Australian dollar, sales, for the first quarter of the current financial year, are ahead of those for the corresponding period of last year, he adds.

W. H. Legat acquired by the Barclay group

The Barclay group have acquired the old established company of W. H. Legat Ltd, pharmaceutical wholesalers and manufacturers of Bolton, Lancs.

A new wholesaling depot of Barclay & Sons Ltd has been formed at Bolton, combining the Legat Wholesale business with that of the Barclay Swinton depot. The address of this depot, which will serve the North Manchester and East Lancashire areas is Barclay & Sons Ltd, Gladstone Road, Farnworth, Bolton B14 7EE, tele-

Continued on p 484



Mr D. R. Ross, general manager, Parke, Davis & Co receiving the RIBA Architecture Award for Wales 1973 from Miss Kate Macintosh, a vice-president of RIBA (see story above).

Continued from p 483

phone: 0204-74641 for administration and 0204-73441 for orders.

The tablet manufacturing activities of W. H. Legat have been incorporated into Barclay Fine Chemicals Ltd, Rawdon and will be located at Rawdon in due course.

R. Levin joins Janssen in expansion programme

Changes in the board structure of Janssen Pharmaceutical Ltd UK, preparatory to a major expansion of the company's activities in Britain, have been announced by the Belgian parent, Janssen Pharmaceutica.

Now that Janssen Pharmaceutical is being given responsibility for the introduction of new Janssen products (previously many Janssen discoveries were marketed by other companies), a larger organisation will be required to provide information to the medical profession. The new UK board will comprise: Chairman, Mr W. J. Haines PhD (USA); directors, Mr R. Levin FPS (formerly director of marketing Syntex Pharmaceuticals Ltd) and Mr B. van Deun (Belgium).

Briefly

Savory & Moore Ltd have acquired the pharmacies of G. W. Scadden & Co Ltd (based in Berkshire) as from October 1.

Mr T. G. Bramley, MPS, has retired from business and the pharmacy at 7 Fore Street, Bodmin, Cornwall has been acquired by Mr H. E. T. Hick, MPS.

Mr Patrick Conroy, BScPharm, 49 Borris Road, Portlaoise, has opened a pharmacy at Maynooth, co Kildare, shopping centre. He has been attached to the pharmacy in the Guinness brewery in Dublin.

Wilkinson Sword Ltd: The proposed takeover of the company by the British Match Corporation which was referred to the Monopolies Commission (C&D, July 7, p 10) has been found by the Commission "not to operate against the public interest".

Beatson Clark & Co Ltd had sales of £3.84m in the first half of the year compared with £3.08m in the first half of 1972. Profit before tax was £564,000 (£338,000) and net profit £375,000 (£228,000).

R. Weston (Chemists) Ltd have acquired the business of Mr D. J. McNamara 30 Molesworth Street, Wadebridge, Cornwall, with effect from October 1. This pharmacy which is the first Weston branch in Cornwall, will be under the management of Mr G. A. B. Evans.

Wander Ltd: The executive, administrative and information services for pharmaceuticals only moved on October 1 to 98 The Centre, Feltham, Middlesex TW13 4EP (telephone 01-890 1366). Orders however should continue to be addressed to PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.

Mason & Co Ltd's pharmacies at 37 North Road, Boldon Colliery and 42a Duke Street, Darlington, co Durham, are closing down on October 30. Mason & Co were acquired recently by R. Weston (Chemists) Ltd and the remaining nine pharmacies will eventually trade as Westons Chemists.

Market News

CASCARA HIGHER

London, October 3: Bad weather and shortage of collectors are given as reasons for a considerable jump in the quotations of cascara from origin. When the new crop would normally have been coming forward in July the level would have been expected to be around £450 ton, cif. The asking price this week, however, is £600 although there are no reports that it has been made. Elsewhere in crude drugs shortages persist in aloes, balsams, camphor powder, gums and waxes and lobelia. Dearer were jalap and witchhazel leaves.

Changes among essential oils included bois de rose (down 15p per kg) and Chinese spearmint up £1.00 kg on spot. Brazilian peppermint was again on offer but Ceylon cinnamon leaf was unobtainable. There has been a big upsurge in olive oil prices with spot now around £740-£750 metric ton against £615-£625 recently.

Pharmaceutical chemicals

Bismuth salts: £ per kg.			
	12½-kg	50-kg	250-kg
carbonate	6.23	6.00	5.95
salicylate	5.03	4.80	—
subgallate	5.28	5.05	—
subnitrate	5.50	5.27	6.22
Caffeine: Anhydrous and hydrate £2.68 kg.			
Cantharadin: £75 per 100 g.			
Chloral hydrate: 50-kg lots £0.75 kg.			
Colchicine: £0.90 per g.			
Cortisone acetate: £200 kg.			
Dapsone: BP £3 per kg.			
Dienoestrol: 5-kilo lots £0.0 per g.			
Digoxin: 25-250g lots £2.20 per g.			
Dimidium bromide: 5-g lots £3.20 g.			
Emetine: 5-kg lots hydrochloride £285 kg; bismuth iodide £200.			
Ephedrine: 100 kg lots per kg £14.95; hydrochloride £12.00; sulphate 12.76.			
Ferrous gluconate: £733 metric ton delivered.			
Fentichlor: 50-kg lots £1.73 kg.			
Ferrous fumarate: £0.50 kg for 50-kg lots.			
Ferrous phosphate: In kegs £493.50 metric ton.			
Glycerin: BP per metric ton — 5-ton lots £244; 1-ton £247; 250-kg £253, in chargeable drums.			
Hydrocortisone acetate: £190 kg.			
Iodides: (per kg) Ammonium £4.35 (50-kg) potassium £2.31 (50-kg); £2.29 (250-kg); sodium £2.96 (50-kg).			
Iodine: Chilean crude £2.08½ per kg; resublimed £3.07 in 50-kilo lots.			
Iron ammonium sulphate: 100-kg £0.20½ kg.			
Iron and ammonium citrate: (per metric ton) granules, 50-kg lots £650, 1-ton £620. Scales 50-kg £820; 1-ton £790; green £830.			
Magnesium carbonate: Heavy £192; light £184 per metric ton.			
Magnesium hydroxide: BPC £560 metric ton.			
Magnesium trisilicate: £470 metric ton.			
Mercurochrome: £7.95 per kg.			
Mercury salts: Per kg in 50-kg lots; ammoniated powder £5.15; oxides—yellow £5.90 and red £6.10, perchloride £4.30; subchloride £5.45; iodide £5.70 kg for 25-kg.			
Mersalyl: Acid £15.75 per kg; sodium £21.50.			
Quinidine: (10-kg lots per kg), alkaloid £54.20; sulphate £52.75.			
Quinine: (per kg in 85-kg lots) alkaloid £40.75; bisulphate £32.50; dihydrochloride £39.75; hydrochloride £39.00; sulphate £35.00; hydrobromide (10-kg) £39.90.			
Sorbitol: Powder £370 metric ton for over 250 kg; syrup to £152.			
Theophylline: (50 kg) Hydrate, anhydrous and ethylenediamine (aminophylline) £2.76 kg; 100-kg £2.73.			
Thymol: In 1-ton lots £2 per kg.			
L-Thyroxine: £1.75 per kg.			
L-Trilodothyronine sodium: £2.50 per g.			
Zinc carbonate: BPC 25-kg sacks £0.25 kg.			
Zinc chloride: Granular 96-98% £150 metric ton.			

Crude drugs

Aconite: Spot £1,350 metric ton; £1,250, cif. nominal.
Agar: Nominally £3.50 kg.
Aloes: Cape spot and shipment nominal; Curacao spot £830 metric ton; shipment nominal.
Balsams: (kg) **Canada:** Nominal. **Copalba:** BPC £1.40 Para. £0.90 **Peru:** £2.50 spot; shipment nominal. **Tolu:** BP £1.95 cif.
Bay leaves: £450 metric ton, cif.
Belladonna: (metric ton) leaves £320 spot; £315 cif. Herb £280; no cif. Root, £410 spot; £390 cif nominal.
Benzoin: BPC £53-£59 cwt spot; £52-£58, cif.
Buchu: Spot £2.50 kg; shipment no offers.
Camphor: Powder, no offers.
Cardamoms: (per lb cif) Alleppy greens No. 1 £1.20; prime seeds £1.15.
Cascara: Spot £620 metric ton; shipment £600, cif, nominal.
Ginger: (ton) Cochin £300 cif. Nigerian new crop offers awaited. Jamaican No. 3 £870; Sierra Leone £460, cif.
Gums: Acacia nominal. Karaya No. 2 faq £23 cwt. Tragacanth nominal.
Henbane: Niger £1,500 metric ton, cif.
Honey: (per ton in 6-cwt drums ex-warehouse) Australian light amber £525, medium £513, Canadian £590. Prices approximate.
Hydrastis: Spot £4.10 lb; £4, cif.
Ipecacuanha: Costa Rican £1.70 lb; £1.65 cif.
Jalap: Mexican £1,200 metric ton, cif; Brazilian £370, cif.
Liquorice root: (metric ton) Chinese spot nominal; £100, cif. (Nov.-Dec.) Russian no offers.
Lobelia: New crop offers awaited.
Lycopodium: Indian £4.75 kg, Canadian £5.50 kg.
Mace: Grenada No. 2, £1,904 long ton, cif.
Menthol: Brazilian £8.50 kg all positions. Chinese £10.00 spot and cif.
Nutmeg: Grenada 80's £1,120 ton, fob.
Nux vomica: £120 metric ton landed; £95, cif.
Pepper: (ton cif.) Sarawak black £510; white £820.
Squill: White spot £340 metric ton nominal.
Styrax: £2.15 lb spot; £2.10 cif.
Tonquin beans: Spot £870 metric ton.
Turmeric: Madras finger £310 spot; £300, ton, cif.
Valerian: (metric ton) Indian £350 spot, £320, cif. Continental £400, cif.
Waxes: Bees nominal **Candelilla** £570 ton spot; £545, cif. **Carnauba** prime yellow, spot £725; £675, cif; fatty grey £420; £415, cif.
Witchhazel leaves: Spot £1.35 kg; £1.32 cif.

Essential and expressed oils

Almond: Drum lots £0.61.
Amber: Rectified £0.29 kg spot.
Anise: No offers.
Bay: West Indian short at £10.65 kg.
Bergamot: £11.50-£14 kg as to grade.
Birch tar: Rectified £3.50 kg.
Bois de rose: Shipment £7.85 kg, cif.
Buchu: English distilled £180 kg.
Cade: Spanish £0.50 kg.
Cajuput: £1.50 kg on spot.
Camphor white: £1.40 kg cif.
Cananga: Java £9.20 kg spot.
Caraway: Imported £18.00 kg.
Cardamom: English distilled £95-£120 kg as to source.
Cassia: Chinese not offering.
Cedarwood: Moroccan £1.60 kg.
Celery: English £25 kg; Indian £18.
Cinnamon: Ceylon leaf not offering.
Seychelles leaf: rectified £3, cif. Bark, BP, £2.20.
Citronella: Ceylon £2.00 kg spot and cif.
Clove: Madagascar leaf £2.40 kg spot; shipment £2.27, cif. Bud English distilled £20.00.
Cod-liver: BP in 45-gal lots £28.80 naked.
Coriander: £8.10-£9 kg as to grade.
Cubeb: English, distilled £17 kg.
Dill: From £9.30 kg spot.
Eucalyptus: Chinese £4.10 kg, cif. Oct.-Nov.
Fennel: Spanish £2.75 kg nominal.
Geranium: (kg) Bourbon £19; Congo £14.
Ginger: English distilled £50 kg; Indian £23.
Juniper: Berry £3.50 kg; wood £0.55.
Lavandin: £2 kg spot.
Lavender: French from £4.75 kg.
Lavender spike: £3.50 kg spot.
Lemon: Sicilian best grades from £10.00 kg spot.
Lemongrass: £3.00 kg; £2.90, cif.
Lime: West Indian £7.45 kg spot.
Mandarin: £5.85 kg spot.
Nutmeg: (per kg) English distilled from West Indian £15.75; from E. Indian £13.55. Imported £5.70.
Olive: Spanish £720-£730 metric ton, cif. Tunisian £640-£650. Spot £740-£750 duty paid.
Orange: Sweet £0.46 kg spot.
Palmarosa: £9.50 kg spot and cif.
Patchouli: Spot £7.00 kg; £6.75, cif.
Pennyroyal: £2.75 kg on spot.
Pepper: English distilled ex black £55.00 kg.
Peppermint: (kg) Arvensis Brazilian 4.05 kg all positions. Piperata American £10-£11 kg.
Petitgrain: £8.00 kg; £7.80, cif.
Pimento: Berry £5.30 kg; leaf £4.60.
Pine: (kg) Pumilionis £1.75; sylvestris £0.51.
Rosemary: From £2.70 kg.
Sandalwood: Mysore £25.00 spot.
Sassafras: Not offering.
Spearmint: Chinese £8.00 spot; £7.00 cif. American £8.50 — all per kg.
Thyme: Red 65/70% £5.00 kg.

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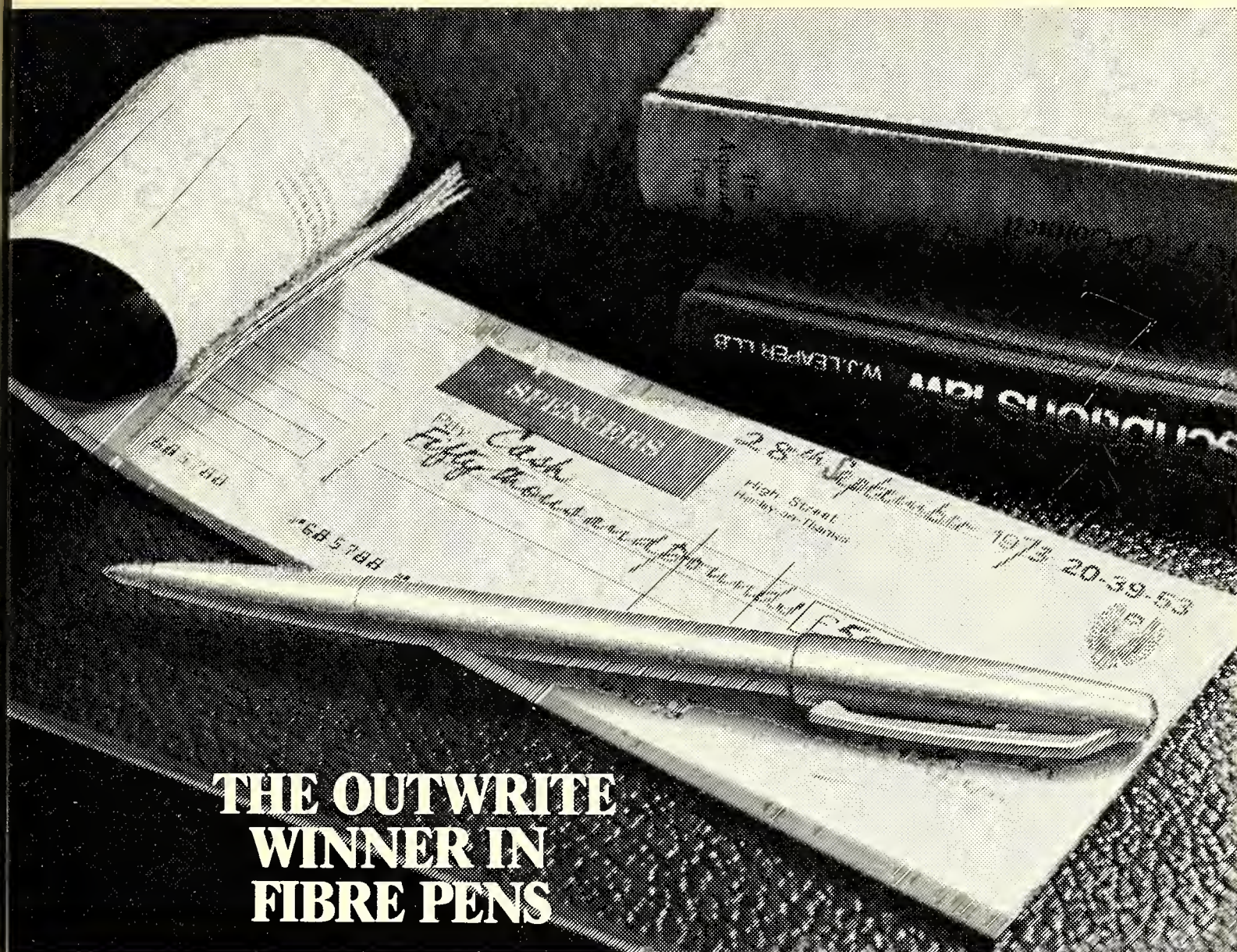
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